



July 12, 2023

## ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc. is conducting a Voluntary Service Campaign on 2013-2016 MY Optima Hybrid vehicles manufactured from September 27, 2012 through July 22, 2015.

Kia has become aware that in some cases, the high-voltage fuse in the subject vehicles may have been replaced with an improper aftermarket fuse by third-party repair facilities. The high-voltage battery safety plug is installed in the rear of the high-voltage battery and contains a high-voltage fuse that prevents the high-voltage system from overcurrent. A fuse of incorrect capacity may experience a shortened service life, which may result in illumination of the "Hybrid System Warning" and/or "Check Engine Light," followed by a no-start condition. Furthermore, an improper aftermarket fuse may fail and result in a fire. Kia is conducting this Voluntary Service Campaign to ensure that the proper high-voltage fuse is installed in the vehicle.

Dealers will inspect the high-voltage fuse in the vehicle and, if necessary, replace it with the proper fuse. This campaign will be performed free of charge at no cost to the customer.

The Technical Service Bulletin that provides vehicle inspection and repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at [www.kiatechinfo.com](http://www.kiatechinfo.com) during the week of July 12, 2023.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide, both of which describe the issue. Kia will mail notices to the affected vehicle owners beginning on **July 14, 2023**.

Please make personnel in your dealership familiar with the details of this Voluntary Service Campaign so they may respond to customer inquiries and requests appropriately. This Voluntary Service Campaign is an opportunity for your service department to deliver an exceptional service experience to customers who may not have otherwise scheduled service. Providing customers with easy scheduling and timely service increases the chance they will return to your service department for future service needs.

**LEGAL PRIVACY LIABILITY NOTICE:** Pursuant to the terms of the Dealer Sales and Service Agreement and the Gramm-Leach-Bliley federal consumer privacy act, you are required to keep confidential any and all information and documents provided to you by Kia America, Inc. or generated by you in the conduct of carrying out work under that Agreement regarding Kia vehicle purchasers and owners, including but not limited to warranty claim information. Kia dealers may use such owner information for the sole purpose of conducting and performing this voluntary service campaign, and for no other purpose.

If you have any questions, please contact your Kia District Parts and Service Manager.

Sincerely,

Kia Service Department  
Enclosures