



August 8, 2023

ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc., is conducting an important Product Improvement Campaign to install steel reinforcement plates on the second-row seat outer rails in certain 2022-2024 MY Kia Carnival LX/LXS/EX/SX vehicles equipped with sliding and removable second-row seats (excluding SX-Prestige).

The subject vehicles comply with Federal Motor Vehicle Safety Standards, including all applicable crash tests. The Insurance Institute for Highway Safety (IIHS) is an organization that conducts supplemental testing to evaluate certain aspects of vehicle performance and provide consumers with additional information. IIHS developed and implemented a new crash test protocol, "Side Impact Crashworthiness 2.0," in October 2022. This new test protocol was released after the subject vehicles were designed and developed. After observing the results of the new IIHS crash test, Kia has determined that an improvement could be made to the second-row seat outer rails in these vehicles to minimize potential seat rail detachment should a certain rare crash event occur.

Dealers will install the steel reinforcement plates in the vehicle's second-row seat outer rail assembly to reinforce the mounting points to the floor. This Product Improvement 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 during the week of **August 8, 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 **August 10, 2023**. **We appreciate your support in encouraging customers to have this Product Improvement Campaign completed as quickly as possible.**

Please make personnel in your dealership familiar with the details of this Product Improvement Campaign so they may respond to customer inquiries and requests appropriately. This Product Improvement 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 product improvement 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