



PI2301 - 2<sup>ND</sup> ROW SEAT OUTER RAIL REINFORCEMENT  
2022-2024 MY CARNIVAL VEHICLES (LX/LXS/EX/SX)  
PRODUCT IMPROVEMENT CAMPAIGN

Q & A

August 8, 2023

**Q1. What type of campaign is Kia conducting?**

A1. *Kia America, Inc. is conducting a Product Improvement Campaign to install steel reinforcement plates on the second-row seat outer rails.*

**Q2. What vehicles are affected by this campaign?**

A2. *Certain 2022-2024 MY Kia Carnival LX/LXS/EX/SX vehicles equipped with sliding and removable second-row seats (excluding SX-Prestige). Kia Carnival SX-Prestige vehicles are not affected by this campaign.*

**Q3. Why is Kia conducting a Product Improvement Campaign?**

A3. *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.*

**Q4. Can you describe the Product Improvement Campaign?**

A4. *Kia has instructed its authorized Kia dealers to 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.*

**Q5. Will this cost vehicle owners any money?**

A5. *No. Kia will perform the Product Improvement Campaign free of charge at no cost to the customer.*

**Q6. How long will the update take?**

A6. *The estimated time required to perform the product improvement in your vehicle is approximately one (1) hour, depending upon the dealer's work schedule, therefore, an appointment is recommended.*

**Q7. How will owners of the affected vehicles be notified?**

A7. *Kia will be notifying owners of the affected vehicles by first-class mail starting on **August 10, 2023**.*

**Q8. Where were the vehicles produced?**

A8. *The affected vehicles were produced at a Kia assembly plant in South Korea.*

**Q9. How many vehicles are included?**

*A9. Approximately 69,890 vehicles are included in this campaign.*

**Q10. Are there any restrictions on an owner's eligibility?**

*A10. No.*

**Q11. If a customer has an immediate question, where can they get further information?**

*A11. The customer can contact their local authorized Kia dealership or call Kia's Customer Care Center at 1-800-333-4KIA (4542), Monday through Friday, 5 AM to 6 PM Pacific Time, or via the internet at [www.kia.com](http://www.kia.com) (Owner's Section).*