



January 16, 2024

ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc. is conducting a Voluntary Emissions Service Campaign to replace the Vehicle Emission Control Information (VECI) Label on certain 2023 MY Sportage vehicles manufactured from July 10, 2023 through July 19, 2023. An incorrect VECI label was installed during production of these vehicles. The VECI label is extremely important when performing maintenance, emissions inspection, or ordering engine and engine management related parts. It also contains the code that tells a testing facility which test to perform to ensure the vehicle is tested to the correct emission standard. The U.S. Environmental Protection Agency and California Air Resources Board consider the under hood VECI label an integral part of state emission testing. If the VECI label is incorrect, the vehicle may fail the emission testing, even if it meets applicable emissions standards.

The Technical Service Bulletin (TSB) that provides Vehicle Repair Procedures, Affected VIN Production Range, and Warranty Claim Information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on **January 16, 2024**

PARTS INFORMATION: Owners of the affected vehicles will receive a notice, the corrected VECI label, and instructions to cover the existing VECI label under the hood of their vehicle with the corrected label. Dealers can order the corrected VECI labels for vehicles in their inventory from their PDC.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for campaign questions, both of which describe the issue. **Please start performing the repairs on any affected vehicles currently in your inventory to ensure that the VECI label is replaced prior to selling the vehicle to a retail customer.**

On January 18, 2024, Kia will mail a notice and VECI label with instructions to customers requesting that they follow the instructions to affix the replacement label under the hood of their vehicle. Customers will also be given the option to take the label to a servicing Kia dealership to have the label applied on their vehicle.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their Sportage vehicles.

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 Emissions Service Campaign, and for no other purpose.

Your prompt attention in completing this campaign is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Kia Service Department