



Kia America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

Voluntary Emissions Service Campaign

January 18, 2024

Dear Kia Sportage Owner:

Kia America, Inc. is conducting a Voluntary Emissions Service Campaign to replace the Vehicle Emission Control Information (VECI) Label on certain 2023 MY Kia Sportage vehicles.

Why Is Kia Conducting This Voluntary Emissions Service Campaign?

Kia has become aware that an incorrect VECI label was installed on certain 2023 MY Sportage 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 standard. The U.S. Environmental Protection Agency and California Air Resources Board consider the under hood VECI label an integral part of state emissions testing. If the VECI label is incorrect, your vehicle may fail the emissions testing, even if it meets applicable emissions standards.

What Will Kia Do?

Kia has included a replacement VECI label with this letter along with instructions for the installation of the replacement label.

What Should You Do?

- We ask that you cover the VECI label under the hood of your vehicle with the label included in this letter. Instructions for installation are attached to this notice.
- If you prefer not to install the label yourself, you can contact an authorized Kia dealership to schedule a service appointment. The actual time to replace the label is approximately 10 minutes, however, the time required to service your vehicle can vary, depending on the dealer's work schedule, therefore we recommend scheduling a service appointment to minimize your inconvenience. Please bring this notice and the replacement label with you to the service appointment.
- Having this service update performed will help ensure your vehicle's full protection under the emissions warranty.
- Failure to have this service performed could cause your vehicle to fail an emissions inspection (SMOG check) when required under State law. It could also be considered a lack of proper maintenance.
- To find your nearest dealer, visit www.kia.com and click the "Find Dealer" button in the upper right corner ("Dealers" on a mobile device). You can also use the QR code below with your mobile device to access this information (*see the bottom of this letter for more information about QR code use*):



Have You Changed Your Address Or Sold Your Kia?

- If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us.

Are You A Vehicle Lessor?

- If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter via first class mail to the lessee within ten (10) days of receipt.

Do You Have Other Questions?

- Should you have any questions regarding this Emissions Service Campaign or your dealer does not respond to your service request in a timely manner, we suggest that you contact Kia's Customer Care Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Time), or through the owner's section of www.kia.com.

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Customer Care Department

QR Code Use:

- *A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or **QR Code Reader App**. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.*
- *With a mobile device, **download a QR Code Reader App**. With many devices, you can do this through an app store or marketplace.*
- ***Open the QR Code Reader App on your mobile device. The app will utilize your device's camera. Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. Refer to the QR Reader Code App instructions.***