



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

## RENOTIFICATION VOLUNTARY SERVICE CAMPAIGN

MARCH 25, 2025

THIS IS A RENOTIFICATION OF AN EARLIER COMMUNICATION ISSUED ON JULY 14, 2023, WHICH NOTIFIED OWNERS OF THE AFFECTED 2013-2016 MY KIA OPTIMA HYBRID VEHICLES OF A VOLUNTARY SERVICE CAMPAIGN. OUR RECORDS INDICATE THAT YOU ARE THE CURRENT REGISTERED OWNER OF THIS VEHICLE AND THAT THIS SERVICE CAMPAIGN HAS NOT BEEN COMPLETED.

KIA IS REQUESTING THAT YOU CONTACT AN AUTHORIZED KIA DEALERSHIP IMMEDIATELY TO SCHEDULE AN APPOINTMENT TO INSPECT AND, IF NECESSARY, REPLACE THE HIGH-VOLTAGE FUSE IN YOUR VEHICLE AT NO COST TO YOU.

IF YOU HAVE ALREADY TAKEN YOUR VEHICLE TO A KIA DEALER AND HAD THIS SERVICE CAMPAIGN PERFORMED, PLEASE DISREGARD THIS NOTICE.

## VOLUNTARY SERVICE CAMPAIGN



July 14, 2023

Dear Kia Optima Hybrid Vehicle Owner:

Kia America, Inc. is conducting a Voluntary Service Campaign to inspect and, if necessary, replace the high-voltage fuse in 2013-2016 MY Optima Hybrid vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

### Why is Kia Conducting This Service Campaign?

Kia has become aware that in some cases, the high-voltage fuse in the subject vehicles may have been replaced with an improper, non-genuine 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, non-genuine 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 your vehicle.

### What Will Kia Do?

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

### What Should You Do?

- Please contact your authorized Kia dealer to schedule a service appointment at your earliest convenience. The time required to perform the inspection and high-voltage fuse replacement can vary depending on the dealer's work schedule, so a service appointment is an important way of minimizing your inconvenience. Please present this notice when you arrive at the Kia dealer.
- If you experience illumination of the "Hybrid System Warning" and/or "Check Engine Light," followed by a no-start condition, please contact Kia Roadside Assistance online at [kia.rsahelp.com](http://kia.rsahelp.com) or by phone at 800.333.4Kia (4542) to request towing assistance to the closest authorized Kia dealer to have your vehicle inspected.

- To find your nearest dealer, visit [www.kia.com](http://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.

### What If You Have Other Questions?

Should you have any questions regarding this Voluntary Service Campaign, or your dealer does not respond to your service request in a timely manner, we suggest that you call 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](http://www.kia.com).

Please accept our apologies for any inconvenience this situation 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.***