



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

VOLUNTARY SERVICE CAMPAIGN

June 23, 2025

Dear Kia Soul Vehicle Owner:

Kia America, Inc. is conducting a Voluntary Service Campaign to inspect and, if necessary, replace the brake line(s) in certain 2014-2019 MY Soul vehicles that were originally sold in or are currently registered in states where heavy amounts of road salt are used. In addition, an anti-corrosion material will be applied to the underbody components for added protection.

Why is Kia Conducting This Service Campaign?

Although it may take many years to develop, brake line corrosion can occur due to a combination of environmental conditions and lack of proper underbody maintenance. Brake line corrosion can occur on vehicles in states where heavy amounts of road salt are used if the materials used for ice/snow removal are not regularly flushed from the underbody of the vehicle. If this condition occurs, you may experience low brake fluid levels that can result in gradually increasing soft brake pedal feel

and/or Brake Fluid Warning Light illumination  **BRAKE**.

What Will Kia Do?

Kia dealers will inspect and, if necessary, replace the affected brake line(s). Dealers will also apply additional anti-corrosion material to the underbody components. This campaign will be performed **free of charge at no cost to you**.

What Should You Do?

- Please contact your Kia dealer to schedule a service appointment at your earliest convenience. The time required to perform the inspection, repair (if necessary), and apply the anti-corrosion material to your vehicle 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.
- Read the information and follow the instructions in the section titled "Maintenance Section - Underbody Maintenance" of your owner's manual regarding the ongoing maintenance and cleaning of the underbody of your vehicle to limit the effects of road salt conditions in the future. If proper underbody maintenance is not performed, accelerated rusting can occur on underbody parts even though they have been provided with this additional rust protection.
- If your Brake Fluid Warning Light illuminates and/or you experience a change in the feel of your brake pedal while braking prior to completion of this Voluntary Service Campaign, please contact your authorized Kia dealer to arrange a service appointment as soon as possible. Kia Roadside Assistance is available online at kia.rsahelp.com or by phone at 800.333.4Kia (4542) to provide towing assistance.
- 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.

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 via <https://customercare.kiausa.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.***