



October 22, 2025

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc. is conducting a Voluntary Emissions Service Campaign to improve the emissions software logic in the Electronic Control Module (ECM) to ensure compliance with emissions regulations for the following vehicles equipped with 2.4L Theta GDI engines:

- Certain 2017-2022 MY Sportage vehicles manufactured from December 10, 2015, through December 7, 2021
- Certain 2016-2020 MY Optima vehicles manufactured from August 28, 2015, through June 23, 2020
- Certain 2016-2020 MY Sorento vehicles manufactured from October 27, 2014, through November 4, 2020

Kia has become aware that the subject vehicles may have been produced with engine calibrations that can cause the vehicle to release air pollutants that exceed Federal and California standards. These standards were established to protect the public's health and welfare from the dangers of air pollution.

Dealers will update the ECM software with improved Diagnostic Trouble Code (DTC) judgment logic. This campaign will be performed free of charge at no cost to the customer.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for campaign questions, both of which describe the issue. **Included also are samples of the Vehicle Emissions Recall Proof of Correction ("POC") Card, Campaign Completion Label ("Label"), and information on how to access the list of affected vehicles on KDealer+. NOTE: The Proof of Correction Cards and Campaign Completion Labels are for California and S.177 State dealers use only and can be ordered through the PDC. Kia will start mailing notices to the affected vehicle owners beginning on October 28, 2025 and through December 2025.**

What Should You Do?

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

For California Dealers ONLY

- The State of California has implemented the Registration Renew / Tie-In Program that requires the completion of Emissions campaigns prior to vehicle registration renewal.
- Be sure to provide a completed Proof of Correction Card to each owner upon completion of the campaign for owner use as proof during registration renewal.

For Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, and Washington dealers ONLY:

- The above-named states require that a completed Proof of Correction Card be provided to each owner for use, if requested, at vehicle registration renewal.

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 repair is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,
Kia Service Department
Enclosures