



October 22, 2025

ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

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.

Enclosed 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 S177 State dealers use only and can be ordered through the PDC. Please see the information below for specific state instructions.**

Also 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. **Kia will start mailing notices to the affected vehicle owners beginning on October 28, 2025 and through December 2025.**

Please start performing the repairs on any affected vehicles currently in your inventory prior to selling the vehicle to a retail customer.

For California Dealers ONLY

- The State of California has implemented the Registration Renew/Recall Tie-In Program that requires the completion of Emission Recalls prior to vehicle registration renewal.
- Be sure to provide a completed Emissions Recall Proof of Correction Card for each owner once the campaign repairs have been completed as this will serve as proof of completion during registration renewal. Instructions for filling out this card can be found in the TSB. The dealer is also required to affix a Campaign Completion Label under the hood of the vehicle.

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 must be provided to each owner for use, if requested, for vehicle registration renewal. Instructions for filling out this card can be found in the TSB. The dealer is also required to affix a Campaign Completion Label under the hood of the 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 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 recall 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