



2017-2022 MY SPORTAGE, 2016-2020 MY OPTIMA, & 2016-2020 MY SORENTO
VEHICLES EQUIPPED WITH THETA 2.4L GDI ENGINES
ELECTRONIC CONTROL MODULE (ECM) SOFTWARE UPGRADE
VOLUNTARY EMISSIONS SERVICE CAMPAIGN (SC340)

Q & A

October 22, 2025

Q1. What type of campaign is Kia conducting?

A1. *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.*

Q2. What vehicles are affected by this emissions service campaign?

A2. *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*

Q3. What is the issue with the ECM programming?

A3. *The subject vehicles may have been produced with engine calibrations that were not optimized for emissions standards under certain specific conditions. These calibrations may cause the vehicle to release air pollutants which exceed Federal and California standards. These standards were established to protect the public's health and welfare from the dangers of air pollution.*

Q4. Can you describe the emissions service campaign and fix?

A4. *All owners of the affected vehicles will be notified of this condition and asked to contact their authorized Kia dealer to have the software update performed on their vehicle. Dealers will update the ECM software with improved Diagnostic Trouble Code (DTC) judgment logic.*

Q5. Will this cost owners any money?

A5. *No. Kia will perform the emissions service campaign free of charge at no cost to the customer.*

Q6. How long will it take to perform this campaign?

A6. *The actual time to perform this campaign can vary, depending on the dealer's work schedule and/or the inspection result. Therefore, we recommend scheduling a service appointment to minimize customer inconvenience.*

Q7. How will owners of the affected vehicles be notified?

A7. *Kia will begin notifying owners of the affected vehicles by first-class mail on **October 28, 2025** and through **December 2025**.*

Q8. Where were the vehicles produced?

A8. *The affected vehicles were produced at Kia assembly plants in South Korea and the US.*

Q9. How many vehicles are included?

*A9. Approximately **1,121,084** vehicles. (455,287 Sportage units, 378,684 Optima units, and 287,110 Sorento units)*

Q10. Are there any restrictions on an owner's eligibility?

A10. No.

Q11. If a customer has an immediate question, where can they get further information?

A11. The customer can contact their local authorized Kia dealership or call Kia's Customer Care Center at 1-800-333-4KIA (4542), Monday through Friday, 5 AM to 6 PM Pacific Time, or visit <https://customercare.kiausa.com>.