



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

Voluntary Emissions Service Campaign

November 6, 2025

Dear Kia Optima Owner:

Kia America, Inc. is conducting a Voluntary Emissions Service Campaign to improve the emissions software logic in the Electronic Control Module (ECM) for certain 2016-2020 MY Optima vehicles equipped with 2.4L Gas Direct Injection (GDI) engines to ensure compliance with emissions regulations. Our records indicate that you own or lease one of the affected vehicles.

Why is Kia Conducting This Voluntary Emissions Service Campaign?

Kia has become aware that certain 2016-2020 MY Optima vehicles equipped with 2.4L GDI engines may have 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 your health and welfare from the dangers of air pollution.

What Will Kia Do?

Kia will update the software programming of the ECM to improve the emissions related logic free of charge at no cost to you.

What Should You Do?

- Please contact an authorized Kia dealership to schedule a service appointment for this update. The actual time to update the software may be less than an hour. However, the time required to service your vehicle can vary, depending on the dealer's work schedule. Therefore, we recommend scheduling a service appointment to minimize your inconvenience.
- Having this campaign performed will help ensure your vehicle's full protection under the emissions warranty.
- Failure to have this service performed could cause your vehicle to fail an emissions inspection (SMOG check) when required under State law. It could also be considered a lack of proper maintenance.
- 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.

Are You A California Registered Owner?

- The California Air Resources Board requires that emissions related campaigns such as this, be completed prior to annual vehicle registration renewal. Without this software update, you may not be able to complete your vehicle registration and obtain license tags.
- Once this software update has been completed, your Kia dealer will provide a "Proof of Correction Certificate". The California Department of Motor Vehicles (DMV) may request this Proof of Correction Certificate during your next vehicle registration. This certificate should be kept with your vehicle records thereafter.

Are You A Registered Owner In Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, Or Washington?

- Because your state has adopted the California emissions regulations, your Kia dealer will also provide a "Proof of Correction Certificate" once this software update has been completed. Your state's Department of Motor Vehicles, Department of Transportation, Motor Vehicle Administration, Motor Vehicle Commission or Department of Licensing may request this Proof of Correction Certificate during your next vehicle registration. This certificate should be kept with your vehicle records thereafter.

Are You A Vehicle Lessor?

- If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter via first class mail to the lessee within ten (10) days of receipt.

Do You Have Other Questions?

- Should you have any questions regarding this Emissions Service Campaign, or your dealer does not respond to your service request in a timely manner, we suggest that you contact 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 matter 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.**