



Kia Motors America, Inc.

Corporate Headquarters

111 Peters Canyon Road, Irvine, CA 92606-1790 USA

CUSTOMER SATISFACTION/WARRANTY EXTENSION PROGRAM

August 16, 2016

Dear Kia Optima Owner:

Kia Motors America, Inc. would like to thank you for your purchase of a Kia Optima vehicle. Because Kia values you as our customer, we are conducting a Customer Satisfaction/Warranty Extension Program regarding the Motor Driven Power Steering (MDPS) unit in all 2011-2013 MY and some 2014 MY Optima vehicles.

Why is Kia Conducting This Customer Satisfaction Campaign?

The MDPS unit may experience noise when turning the steering wheel left or right, especially while the vehicle is stopped. Kia's analysis has identified that this condition occurs mainly in extremely high humidity states adjacent to warm ocean waters due to the wear of the flexible coupling in the MDPS, after extended usage over years.

What Will Kia Do?

- **VEHICLES SOLD OR CURRENTLY REGISTERED IN EXTREMELY HIGH HUMIDITY STATES ADJACENT TO WARM WATERS.** For vehicles in the affected states (Alabama, Florida, Georgia, Hawaii, Louisiana, Mississippi, North Carolina, South Carolina and Texas), Kia dealers will replace the flexible coupling with a new one when you bring your vehicle in for servicing if it has not yet been replaced under warranty. This work will be performed at Kia's expense at no cost to you.
- **VEHICLES SOLD OR REGISTERED IN ALL OTHER STATES.** Although this condition is heavily focused on the identified states, in order to ensure customer satisfaction, Kia is extending the warranty on the **flexible coupling in the MDPS from 5 years/60,000 miles to 10 years/unlimited mileage, starting from the date of first service.** If, at any time within the extended warranty period, you experience the condition described above, your Kia dealership will replace the flexible coupling in the MDPS at no cost to you. The remainder of your basic warranty for components, other than the flexible coupling, remains unchanged at 5 years/60,000 miles. All other warranty terms, limitation and conditions apply and remain unchanged.

What Should You Do?

- **CUSTOMERS WHO OWN VEHICLES ORIGINALLY PURCHASED OR CURRENTLY REGISTERED IN ALABAMA, FLORIDA, GEORGIA, HAWAII, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, OR TEXAS:** Please contact your Kia dealer to schedule a service appointment to have the repair performed. The time required to replace the flexible coupling in your vehicle's MDPS can vary depending on the dealer's work schedule. A service appointment is an important way of minimizing your inconvenience. Please present this notice when you arrive at the Kia dealer.
- **CUSTOMERS WHO OWN VEHICLES ORIGINALLY PURCHASED OR CURRENTLY REGISTERED IN ALL OTHER STATES:** Place this letter in the glove compartment of your vehicle for future ease of reference regarding the warranty extension on the MDPS, preferably together with your vehicle's other warranty information. If the need arises to seek service regarding the noise coming from the MDPS, show this letter to your servicing Kia dealer. If you sell your vehicle, ensure that you include this letter with the documents you provide to the buyer.

- 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):



What If You Have Already Paid To Have This Situation Corrected?

If you have experienced this issue and repaired it at your own expense prior to the date of this notice, you have the opportunity to obtain reimbursement for that expense whether or not you still own the vehicle. Please mail the attached Request for Reimbursement Form along with your documentation directly to Kia for review and consideration at the following address:

Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542

Kia will review and respond to your claim within sixty (60) days of receipt. Kia may either accept or reject the claim, or it may request more information to evaluate the claim.

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 enclosed prepaid "Change of Address/Ownership" card and mail it to us.

What If You Have Other Questions?

- Should you have any questions regarding this Customer Satisfaction/Warranty Extension Program or your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or through the owner's section of www.kia.com.

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Consumer Affairs 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.**