



March 19, 2015

Attention: All Dealer Principals

Kia Motors America, Inc. will be conducting a voluntary service campaign, to update the Airbag Control Unit (ACU) logic *which predicts likely rollover events and deploys the curtain and side airbags* for certain 2014-2015 MY Kia Soul vehicles.

The Technical Service Bulletin that provides vehicle repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on March 19, 2015.

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 and information on how to access the list of retailed 2014–2015 MY Soul vehicles on WEBDCS.

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this service campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2014-2015 MY Soul 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 Motors 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 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,

A handwritten signature in black ink, appearing to read "Neem Van der Reest".

Neem Van der Reest
Quality Analysis Manager

Enclosures