



**SC117 – 2014-2015 MY SOUL ACU LOGIC UPDATE
VOLUNTARY SERVICE CAMPAIGN
Q&A**

Q1. What type of campaign is Kia conducting?

A1. *Kia Motors America, Inc. is conducting a Voluntary Service Campaign to update the ACU logic which predicts likely rollover events and deploys the curtain and side airbags in certain 2014-2015 MY Soul vehicles.*

Q2. Why is Kia conducting this service campaign?

A2. *Kia provides software logic for the 2014-2015 model year Soul which can predict certain rollover events and protect the occupants by deploying the curtain and side airbags in advance of a rollover. Kia has become aware of a few extreme driving events, typically at low speeds and involving parking valets and/or prolonged multi-level garage driving, which can deploy such airbags by coinciding with a specialized portion of the ACU rollover deployment logic where it is not likely that a rollover would occur. Kia has decided to adjust the system logic to reduce the likelihood of rollover airbag deployments in these circumstances.*

Q3. What vehicles are affected by this service campaign?

A3. *Some 2014-2015 MY Soul vehicles produced from start of production, July 21, 2013 through November 26, 2014.*

Q4. How many vehicles are included?

A4. *Approximately 198,403 2014-2015 MY Soul vehicles.*

Q5. How was this problem discovered?

A5. *This issue was discovered through the monitoring of field data and supported by Kia engineering evaluations.*

Q6. What should vehicle owners do when they receive the notification?

A6. *Owners are asked to contact the nearest Kia dealer to schedule an appointment to have the ACU logic settings in their vehicle updated.*

Q7. Have there been any deaths or injuries as a result of this issue?

A7. *There have been no deaths or reported injuries due to rollover sensing curtain and side airbag deployments.*

Q8. Has Kia had any litigation regarding this issue?

A8. *No.*

Q9. Does this issue affect the operation of my frontal driver and passenger airbags?

A9. *No. This issue only relates to the rollover sensing system for your vehicle's curtain and side airbags.*

Q10. Why is the airbag computer telling the side and curtain airbags to deploy?

A10. *Rollover sensors provide the data which extensive testing has shown can predict actual vehicle rollovers and thus the Airbag Control Unit (ACU) will deploy airbags controlled by the rollover sensors. However, rollover airbag protection is predictive in nature, since curtain and side airbags must deploy before the rollover event actually occurs in order to protect occupants. Therefore the rollover sensors can receive data which indicates from prior testing that a rollover will occur. In this case, extreme and unusual driving conditions have generated certain deployments which Kia now believes can be avoided.*

Q11. Will this cost Soul owners any money?

A11. *No. The ACU logic update will be done at no cost to the customer.*

Q12. How long will the logic update take?

A12. *The estimated time required to complete the update is approximately one hour. However, the actual time can vary depending on the dealer's work schedule; therefore scheduling an appointment is recommended.*

Q13. How will owners of the affected vehicles be notified?

A13. *Kia will begin notifying owners of the affected vehicles by first-class mail on March 24, 2015.*

Q14. Are there any restrictions on an owner's eligibility?

A14. *Yes. The vehicle must be produced within the affected vehicle range to be eligible for this Service Campaign.*

Q15. If a customer has an immediate question, where can they get further information?

A15. *They can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or contact us via the Owner's Section of www.kia.com.*