



May 18, 2023

ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc. is conducting a Voluntary Service Campaign, as a preventive measure, to apply anti-corrosion material to the underbody components of certain vehicles listed below that were originally sold in or are currently registered in one of the 28 states with high road salt usage:

- 2017-2018 MY Forte vehicles manufactured from January 9, 2016 through July 27, 2018
- 2012-2017 MY Rio vehicles manufactured from June 21, 2011 through March 31, 2017

The 28 states with high road salt usage are: AK, CT, DC, DE, IA, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, ND, NE, NH, NJ, NY, OH, PA, RI, SD, UT, VT, WI and WV.

TOOLS: All Salt Belt State dealers should have the tool (Wax Injection Gun & Nozzle) already in inventory. For dealers outside of the salt belt states who may need to perform the campaign on a vehicle that was previously registered in a salt belt state, tools are available through Snap-On Business Solutions by calling (888) 542-1011.

PARTS: During the week of May 1st, Kia dealers in salt belt states will receive an automatic shipment of campaign chemicals based upon the VIN campaign list. Initial order quantities will include chemicals required to repair 5% of affected vehicles retailed by your dealership less your dealership's on-hand inventory, up to a maximum of 3 cases per product. To order additional campaign product and other chemicals, visit www.kiachemicals.com.

If you have a customer with a vehicle that falls within the applicable model and model year range listed above, but is not currently registered in one of the 28 states, and therefore, not included in this campaign, who asks for this campaign to be completed because the vehicle was PREVIOUSLY registered in one of the 28 states, please contact your DPSM for assistance.

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.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide, both of which describe the issue. Kia will mail notices to the affected vehicle owners on **May 22, 2023**.

Also, please make certain the appropriate personnel in your dealership are familiar with the details of this Voluntary Service Campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their vehicles. This Voluntary Service Campaign represents an opportunity for your service department to deliver an exceptional service experience (e.g., flexible service appointment process, car wash and vacuum and timely service).

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 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 voluntary service campaign, and for no other purpose.

If you have any questions, please contact your Kia District Parts and Service Manager.

Sincerely,

Kia Service Department
Enclosures