



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

## IMPORTANT THEFT DETERRENT OFFER AVAILABLE TO YOU AT NO COST

[Insert VIN]

### NEW NOTIFICATION

December 20, 2023

Dear Kia Soul Vehicle Owner:

Offer Code: [Insert Offer Code]

**You may be aware of media reports regarding risky social media “challenges” that encourage young people to break-in and steal certain Kia vehicles.** These challenges target Kia vehicles equipped with a **steel key and “turn-to-start” ignition system**. In response to this new phenomenon of online theft promotion, we have been taking various actions and working with local law enforcement agencies to try to address this criminal activity.

Our records indicate you may own or lease a potentially affected vehicle, and we are reaching out to let you know we now have an additional vehicle modification available for installation to help deter or thwart attempted thefts. This modification consists of a theft deterrent ignition cylinder protector and will be available to you free of charge for eighteen (18) months from the date of this letter. The installation of the ignition cylinder protector may require the key illumination ring (if applicable) to be removed from the vehicle. Decals to be applied to your vehicle windows will be provided with this modification to discourage a break-in.

#### **What Should You Do?**

Please contact your authorized Kia dealer to arrange for this vehicle modification to be performed on your vehicle **BEFORE JULY 1, 2025 AS THIS IS A LIMITED TIME OFFER**. As mentioned above, this modification will be performed **at no cost to you**. The estimated time required to perform the upgrade will be approximately two (2) to three (3) hours. However, depending upon shop scheduling, your vehicle may need to be at the dealer longer. We recommend scheduling a service appointment to minimize any inconvenience.

Most dealers provide online service scheduling. To find your nearest dealer, visit [www.kia.com](http://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*).



Kia has also launched a **web portal that will provide you with the status of your vehicle’s modification** when you input your 17-digit Vehicle Identification Number:

<https://ksupport.kiausa.com/ConsumerAffairs/SWLD>

Your authorized Kia dealer is equipped to take care of your vehicle servicing needs. If you require additional assistance, please feel free to reach out to the Kia Customer Care Team online at [kia.com](http://kia.com) (Owners>Contact Us) or via phone at 800.333.4Kia (4542).

In addition, we are still making **steering wheel lock devices** available directly to certain Kia vehicle owners. These devices can help deter a theft attempt. If you have not already ordered the steering wheel lock device for your vehicle, we are making this device available to you **free of charge** and will ship it directly to you if you **place your order by December 1, 2024**, subject to available supplies.

You may submit your request for a free steering wheel lock device online at <https://ksupport.kiausa.com/ConsumerAffairs/SWLD>. You can also use the QR code below with your mobile device to access this link (see the bottom of this letter for more information about QR code use):



You will be required to provide:

- The Vehicle Identification Number identified in this letter, as well as the Offer Code in the upper right corner
- Your name and the address where you want the steering wheel lock device shipped

Only one device will be available per eligible vehicle and **orders must be placed on or before December 1, 2024**.

Once we receive your order, the steering wheel lock device will be shipped directly to you for self-installation. You should receive your steering wheel lock device within 14 days following order placement, but delivery times can be affected by supply availability and weather conditions affecting shipping.

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.