

July 19, 2012

**Attention: All Kia Service Managers**

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Recall Campaign to replace the occupant classification system (OCS) passenger seat sensor mat on 2006-2008 MY Kia Rio vehicles. There is a possibility that the OCS passenger seat sensor mat may experience fatigue cracking through use over time. If sufficient cracking occurs, the OCS will cease to function, the air bag warning light on the instrument panel will illuminate, and during an impact, the front passenger air bag may deploy even with a child present in the front passenger seat.

Enclosed is a copy of the owner notification letters and a Question and Answer Guide for recall questions, both of which describe the defect and the resulting risk to motor vehicle safety. **The owners' letters will be mailed on July 26, 2012.** Owners are being asked:

- **To request the recall be performed on their vehicle if the air bag warning light IS ILLUMINATED during vehicle operation.**
- **To not seek to have the recall repair performed at this time if the air bag warning light is NOT ILLUMINATED during vehicle operation, so that Kia can use the currently limited parts supply to assure that any persons with illuminated air bag warning lights can have their vehicles promptly repaired.**
- **To keep the recall notice in their vehicle, and if the air bag warning light remains illuminated during vehicle operation in the future, to contact their Kia dealership to schedule an appointment to have the recall performed on their vehicle.**

The Technical Service Bulletin, SC097 can be accessed through the Kia Global Information System (KGIS) at [www.kdealer.net](http://www.kdealer.net) and it provides the following information:

- Vehicle Repair Procedures
- Affected VIN Production Range
- Warranty Claim Information

**PARTS INFORMATION:** During the week of **July 19, 2012**, dealers will receive an initial shipment of parts based upon the VIN campaign list. This shipment will include parts required for initial repairs of the affected Rio vehicles. **Parts supplies are limited; therefore ordering restrictions will apply.**

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall to ensure proper responses to customer inquiries and requests to have the recall performed on their 2006-2008 MY Kia Rio vehicles.

**NHTSA ADVISORY: It is a violation of Federal law for a dealer to deliver a new motor vehicle covered by this notification under a sale or lease until the defect is remedied.**

**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 voluntary safety recall campaign, and for no other purpose.

Your prompt attention in completing this recall 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', with a large, stylized flourish at the end.

Neem Van der Reest  
Quality Analysis Manager  
Enclosures