



November 4, 2013

**ATTENTION: KIA DEALER PRINCIPALS**

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is **expanding** Voluntary Safety Recall Campaign SC098 – Stop Lamp Switch Replacement to include the 2009 MY Borrego, 2010 MY Forte, 2008-2010 MY Optima, 2011 MY Sportage, 2007-2009 MY Amanti and 2008-2011 MY Sedona vehicles.

An amended Technical Service Bulletin (TSB) 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](http://www.kiatechinfo.com) on November 4, 2013.

Your Service Manager was sent a copy of the owner notification letters, a Q&A guide for recall questions, both of which describe the issue, and information on how to access the list of retained Kia vehicle owners for all models included in Voluntary Safety Recall SC098 (2010-2011 MY Soul, 2007-2011 MY Sportage, 2007-2011 MY Sorento, 2007-2011 MY Sedona, 2008-2011 MY Optima, 2009 MY Borrego, 2010 MY Forte, 2007-2009 MY Amanti and the 2007-2010 MY Rondo) on WEBDCS.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and request to have the campaign performed on their 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 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.

We appreciate your attention and cooperation in completing this campaign. 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

November 4, 2013

**Attention: All Kia Parts & Service Managers**

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is expanding Voluntary Safety Recall Campaign SC098 – Stop Lamp Switch Replacement to include 2009 MY Borrego vehicles manufactured from May 2, 2008 through January 20, 2009; 2010 MY Forte vehicles manufactured from February 24, 2009 through September 6, 2010; 2008-2010 MY Optima vehicles manufactured from May 31, 2007 through April 29, 2010; 2011 MY Sportage vehicles manufactured from May 6, 2010 through March 6, 2011; 2007-2009 MY Amanti vehicles manufactured from November 21, 2006 through June 2, 2008; and 2008-2011 MY Sedona vehicles manufactured from June 2, 2007 through December 31, 2010.

The Technical Service Bulletin (TSB) 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](http://www.kiatechinfo.com) on **November 4, 2013**

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for recall questions, both of which describe the issue. A list of retailed Kia Borrego, Forte, Optima, Sportage, Amanti, and Sedona owners affected by this recall can be accessed on WEBDCS. Log onto the site, select the Consumer Affairs Tab, click on Not Completed Recall VINS in the left side menu, and select **SC098** and the proper model code designator to generate the list.

**NOTE:** Due to the number of vehicles, KMA has divided this safety recall and expansion into sub-parts by model for ease of tracking (e.g., SC098XM – 2011 MY Sorento vehicles; SC098BL – 2007-2010 MY Sorento vehicles; SC098TF – 2011 MY Optima; SC098UN – 2007-2010 Rondo; SC098VQ - 2007 MY Sedona; SC098AM - 2010-2011 MY Soul, SC098MG – 2008-2010 MY Optima; SC098GH – 2007-2009 MY Amanti; SC098KM - 2007-2010 MY Sportage vehicles; SC098SL – 2011 MY Sportage vehicles; SC098TD – 2010 MY Forte; SC098HM – 2009 MY Borrego vehicles, SC098VQ2 – 2008-2011 Sedona).

**We will begin the owner notification mailing on November 8, 2013. See the attached mail schedule for the complete list of vehicles included in this campaign expansion. Please start performing the repairs immediately on any affected vehicle currently in your inventory to ensure that the stop lamp switch is replaced prior to selling the vehicle to a retail customer.**

**PARTS INFORMATION:** Please see the revised parts bulletin 32-327 0005 for parts information.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign expansion to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2007-2009 MY Amanti, 2009 MY Borrego, 2010 MY Forte, 2008-2010 MY Optima, 2011 MY Sportage, and 2008-2011 MY Sedona 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 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 and Service Manager.

Sincerely,



Neem Van der Reest  
Quality Analysis Manager

Enclosures

**SC098 – STOP LAMP SWITCH REPLACEMENT  
VOLUNTARY SAFETY RECALL CAMPAIGN EXPANSION  
Q&A**

**Q1. What type of campaign is Kia conducting?**

A.1 *Kia is expanding the scope of its March 29, 2013 SC098 Stop Lamp Switch Replacement Voluntary Safety Recall Campaign, NHTSA Recall Number 13v114 to include additional vehicles.*

**Q2. What additional vehicles are affected by the recall expansion?**

A.2 *Certain 2009 MY Borrego vehicles manufactured from May 2, 2008 through January 20, 2009; 2010 MY Forte vehicles manufactured from February 24, 2009 through September 6, 2010; 2008-2010 MY Optima vehicles manufactured from May 31, 2007 through April 29, 2010; 2011 MY Sportage vehicles manufactured from May 6, 2010 through March 6, 2011; 2007-2009 MY Amanti vehicles manufactured from November 21, 2006 through June 2, 2008; and 2008-2011 MY Sedona vehicles manufactured from June 2, 2007 through December 31, 2010.*

**Q3. How many customer vehicles are affected by this campaign expansion?**

A.3 *Approximately 356,719 - (Sportage—36,101; Optima—108,116; Forte—96,824; Borrego—22,661; Sedona—83,051; Amanti—9,966 vehicles.)*

**Q4. What is the concern with the Stop Lamp Switch Assembly?**

A.4 *The affected stop lamp switch is multi-functional and carries a range of loads, one of which included its original historical function of sending a signal which causes the brake lights to come on when the brakes are activated. Due to this multi-purpose use, the switch can receive excessive electrical loads resulting in carbonization of the point of contact for the switch. Depending on the function involved, this carbonization and resulting interference with the electric current through the switch circuit can intermittently impair one or more functions. As a result, one of the switch functions can affect your vehicle's brake lights and they may not come on when the brake pedal is depressed or may remain illuminated when the pedal is released. **The braking function of the vehicle's Brake and Anti-Lock Brake Systems are NOT impaired by this issue.***

**Q5. Can you describe the recall campaign and fix?**

A.5 *All owners of the affected vehicles listed above will be notified to bring their vehicle to a Kia dealership to have the stop lamp switch assembly replaced with an updated one.*

**Q6. Will this issue impair my brake function?**

A.6 *No. The braking function of your vehicle's Brake and Anti-Brake Systems are not impaired by this issue.*

**Q7. How was the issue discovered?**

*A7. Through the regular monitoring of field information.*

**Q8. What should vehicle owners do when they receive the notification?**

*A8. Owners are being asked to immediately contact their Kia dealer to arrange for the repair to be conducted as soon as possible. If the brake lights are not working properly, vehicle owners may request that their vehicle be towed to the nearest Kia dealer at no cost by phoning Kia Roadside Assistance at (800) 333-4KIA (4542).*

**Q9. Have there been any accidents, deaths or injuries as a result of this defect?**

*A9. No.*

**Q10. Will this cost vehicle owners any money?**

*A10. No. The stop lamp switch assembly will be replaced at no cost to the customer.*

**Q11. What about customers who may have already paid to have the stop lamp switch assembly replaced?**

*A11. If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Please mail your documentation with the completed Request for Reimbursement Form at the bottom of the letter directly to Kia for review and consideration at the following address:*

**Consumer Assistance Center  
Kia Motors America, Inc.  
P.O. Box 52410  
Irvine, CA 92619-2410  
1-855-407-5381**

**Q12. How long will the repair take?**

*A12. The estimated time required to complete is approximately one (1) hour, however, the actual time can vary depending on the dealer's work schedule. To ensure the most efficient use of your time, scheduling an appointment is highly recommended.*

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

*A13. Kia will be notifying owners of the affected vehicles by first-class mail beginning on November 8, 2013. Due to the large number of vehicles involved in this campaign expansion, the owner notification will consist of several mailings. See the attached planned mailing schedule for reference.*

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

*A14. No*

**Q15. Where were the vehicles produced?**

*A15. The affected vehicles were produced at Kia assembly plants.*

**Q16. If a customer has an immediate question, where can they get further information?**

*A16. The customer can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-855-407-5381 or 1-800-333-4KIA (4542), (Monday through Friday, 5AM to 6PM, Pacific Standard Time) or via the internet @ [www.kia.com](http://www.kia.com) (Owner's Section).*

**SC098 - EXPANSION MAIL SCHEDULE AS OF 10/30/2013**

OWNER NOTICE CAMPAIGN		MY/MODEL	FLIGHT #	# UNITS	# UNITS BY MODEL
MAIL DATES	SUB-CODE				
11/8/2013	SC098MG	2008-10 OPTIMA	101	54,058	
11/14/2013	SC098MG	2008-10 OPTIMA	102	54,058	108,116
11/21/2013	SC098GH & TD	2007-09 AMANTI & 2010 FORTE	103	53,395	
11/27/2013	SC098GH & TD	2007-09 AMANTI & 2010 FORTE	104	53,395	106,790
12/4/2013	SC098SL	2011 SPORTAGE	105	36,101	36,101
12/11/2013	SC098HM & VQ	2009 BORREGO & 2008-11 SEDON.	106	52,856	
12/18/2013	SC098HM & VQ	2009 BORREGO & 2008-11 SEDON.	107	52,856	105,712
				<b>356,719</b>	<b>356,719</b>