



July 23, 2014

Attention: All Kia Parts & 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 pinion plug on certain 2014 MY Kia Soul vehicles. The pinion plug secures the pinion gear to the steering gear box. If the pinion plug loosens due to improper application of thread-locking adhesive during the assembly process, the pinion gear may separate from the steering gear box, causing loss of steering, which could result in a crash.

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 on **July 23, 2014**. The Special Service Tool needed was shipped to you on June 26, 2014, so you should have already received it.

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 Soul 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 **SC108** to generate the list.

Parts Information: During the week of **July 21, 2014**, Kia dealers with affected vehicles will receive an initial shipment of campaign parts based upon the VIN campaign list. Initial order quantities will include 100% of the parts required to repair affected vehicles in dealer inventory plus an additional quantity for initial repairs of affected vehicles retailed out of your dealership.

We will begin mailing notices to the affected 2014 MY Kia Soul owners on July 25, 2014. Please start performing the repairs immediately on any affected vehicle currently in your inventory to ensure that the pinion plug is replaced with a new pinion plug containing properly applied thread-locking adhesive.

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 requests to have the campaign performed on their 2014 MY Kia Soul vehicles. This Voluntary Safety Recall 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).

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 and Service Manager.

Sincerely,

Neem Van der Reest
Quality Analysis Manager

Enclosures