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14V-332
(4 pages)



June 17, 2014

Ms. Nancy Lewis
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
Attn: Recall Management Division (NVS-215)
1200 New Jersey Avenue, SE,
Washington, DC 20590

VIA FEDERAL EXPRESS AND EMAIL

RE: Voluntary Safety Recall Campaign
2014MY Soul Steering Gear Assembly Pinion Plug Loosening

Dear Ms. Lewis:

On behalf of Kia Motors Corporation (KMC), Hyundai-Kia America Technical Center, Inc. (HATCI) is submitting the following information in accordance with Part 573 of Title 49 of the Code of Federal Regulations.

HATCI is an organization independent of both Kia Motors Corp. ("KMC") and Kia Motors America, Inc. ("KMA"). It has been designated by those organizations to act as their communication liaison with the NHTSA. This submission is submitted to NHTSA by HATCI in that limited role.

Sincerely,

A handwritten signature in black ink that reads 'Robert Babcock'.

Robert Babcock
Director,
HATCI Certification & Compliance Affairs

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HATCI is an authorized representative of both Hyundai Motor Company and Kia Motors Corporation; which are separate and distinct automotive manufacturers.

VOLUNTARY 573.6 REPORT
2014MY SOUL

573.6(C) (1)

Fabricating Manufacturer:	Kia Motors Corporation
Agent Designated by Manufacturer:	Robert Babcock Hyundai-Kia America Technical Center, Inc.

573.6(C) (2)

Identification of Vehicle, Make, Model Year and Manufacturing	Certain 2014 model year Soul vehicles produced from July 21, 2013 through January 17, 2014.
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Recall Population Determination	The recall population was determined based on manufacturing records and field information.
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Identification of Component Manufacturer	KDAC 664, Nongong-Ro, Nongong-Eup, Dalseoung-Gun Daegu, Korea 711-712 Hi-Sig Yun, Senior Manager Quality Control, Drive & Steering 82-53-610-2771
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573.6(C) (3)

Total Number of Vehicles:	Approximately 51,641 vehicles will be subject to this recall.
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573.6(C) (4)

Percentage of Vehicles Estimated to Actually Contain the Defect:	The defect potentially exists in any vehicle identified in 573.6(C)(2) above.
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573.6(C) (5)

Description of Defect:	The pinion plug secures the pinion gear to the steering gear assembly. If the pinion plug loosens due to improper application of thread-locking adhesive during the supplier's assembly process, the pinion gear may separate from the steering gear assembly, causing loss of steering, which could result in a crash.
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573.6(C) (6)

Basis for Defect Determination:

See attached chronology.

573.6(C) (8)(i)

Program to Remedy Defect:

All owners of vehicles identified in (C)(3) will be notified by first class mail with instructions to bring their vehicles to a Kia dealer to have the pinion plug replaced with a new pinion plug with properly applied thread-locking adhesive. Kia will replace the pinion plug at no charge and will reimburse owners for repair expenses already incurred pursuant to Kia's General Reimbursement Plan filed April 14, 2014.

573.6(C) (8) (ii)

Estimate Date for Notification of Defect to Owners and Dealers:

The estimated date of notification to dealers is sometime in July 2014.

The estimated date of notification to all owners is July 2014.

573.6 (C) (10)

Notices

A draft of the owner notification letter is attached. The Technical Service Bulletin SC108 will be provided to NHTSA in the near future.

573.6 (C) (11)

Manufacturer's Campaign Number
If Different From Identification
Number Assigned by NHTSA

SC108

Chronology re Basis of Defect Determination 573.6(c)(6)

April 11, 2014	Based on request from dealer, KMA conducts inspection of the 14MY Soul vehicle regarding a pinion gear loosening from the steering gear assembly. It appeared that the pinion plug detached allowing the pinion gear to separate from the steering gear assembly.
April 15, 2014	KMA sends the part to KMC for further evaluation.
April 20 – April 25, 2014	KMC conducts evaluation and determines that the pinion plug condition might be caused by insufficient engagement of the adhesive portions of the pinion plug to the steering gear assembly. KMC unable to find actual cause of condition.
May 15, 2014	KMA and KMC meet in Korea to discuss possible defect issues. No other similar incidents identified. KMA to continue to monitor claims.
May 23, 2014	KMA receives a second technical assistance request for a warranty repair regarding pinion gear detachment from the steering gear assembly.
May 28, 2014	KMA ships the second part to KMC for evaluation.
June 2, 2014	KMA receives third technical assistance request for a warranty repair for the pinion plug issue.
June 2 - June 9, 2014	KMC conducts evaluation of second part with the supplier and confirms the loosening and separation of the pinion plug from the steering gear assembly is a result of the supplier's improper application of thread-locking adhesive on the pinion plug in vehicles produced from the start of 2014MY production through January 17, 2014.
June 11, 2014	KMC decides to conduct a recall pursuant to 49 CFR 573 with a total of 3 warranty claims and 0 Consumer Affairs cases. No accidents or injuries reported.