



September 22, 2022

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign on all 2012-2013 MY Optima (QF) vehicles manufactured at Kia Georgia from August 12, 2011 through September 27, 2013.

The subject vehicles are equipped with headliner plates designed as part of the energy absorbing structure of the headliner. Under certain circumstances, the headliner plate(s) may detach from the headliner upon deployment of the side curtain airbag(s), increasing the risk of injury to an occupant.

Dealers will add an industrial-grade adhesive tape over the left and right headliner plates to further secure the plates to the headliner.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for recall questions both of which describe the issue and information on how to access the list of affected vehicles. Kia will start mailing notices to the affected vehicle owners beginning on **September 26, 2022**

What Should You Do?

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall campaign to ensure proper responses to customer inquiries and requests 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 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 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 safety recall campaign, and for no other purpose.

If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Kia Service Department

Enclosures