



**2012-2013 MY OPTIMA VEHICLES - HEADLINER PLATES  
SAFETY RECALL CAMPAIGN (SC245)**

**Q & A**

**September 22, 2022**

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

*A1. Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign to address a condition involving the headliner plates.*

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

*A2. All 2012-2013 MY Optima vehicles manufactured at a Kia assembly plant in the U.S. from August 12, 2011 through September 27, 2013.*

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

*A3. Approximately 257,998 vehicles*

**Q4. What is the concern with the headliner plates?**

*A4. 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.*

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

*A5. Dealers will add an industrial-grade adhesive tape over the left and right headliner plates to further secure the plates to the headliner.*

**Q6. How will owners of the affected vehicles be notified?**

*A6. Kia will send a letter notifying owners of the affected vehicles by first class mail beginning on **September 26, 2022**.*

**Q7. What should vehicle owners do when they receive the notification?**

*A7. Upon receipt of the letter, owners are to contact their authorized Kia dealer to arrange to have the recall performed on their vehicle.*

**Q8. Where were these vehicles produced?**

*A8. The affected vehicles were produced at a Kia assembly plant in the U.S.*

**Q9. Will this cost vehicle owners any money?**

*A9. No. Kia will perform the recall repair at no cost to the customer.*

**Q10. What about customers who may have already paid to have this situation corrected?**

*A10. If the customer has incurred expense to remedy this issue prior to the date of this notice, the customer may have the opportunity to obtain reimbursement for that expense. Customers may submit their receipts online to Kia via the Owners section (Contact Kia) of [www.kia.com](http://www.kia.com) OR mail their documentation with the completed Request for Reimbursement Form included with this letter directly to Kia for review and consideration at the following address:*

**Kia Customer Care Center  
Kia America, Inc.  
P.O. Box 52410  
Irvine, CA 92619-2410  
1-800-333-4542**

**A11. Are there any restrictions on an owner's eligibility?**

*A11. No.*

**Q12. If a customer has an immediate question, where can they get further information?**

*A12. The customer can contact their local authorized Kia dealership or call Kia's Customer Care Center at 1-800-333-4KIA (4542), Monday through Friday, 5 AM to 6 PM Pacific Time, or via the internet at [www.kia.com](http://www.kia.com) (Owner's Section).*