



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

September 5, 2023

Mr. J.S. (Jurassic) Park
VP/ Chief Safety Officer
Kia America, Inc.
111 Peters Canyon Road
Irvine, CA 92606-1790

NEF-107ES
23V-610

Subject: Rearview Camera Image May Not Display/FMVSS 111

Dear Mr. Park:

This letter serves to acknowledge Kia America, Inc.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

KIA/SORENTO/2022-2023
KIA/SORENTO HYBRID/2022-2023
KIA/SORENTO PHEV/2022-2023

Mfr's Report Date: August 31, 2023

NHTSA Campaign Number: 23V-610

Components:

BACK OVER PREVENTION: SENSING SYSTEM: CAMERA

Potential Number of Units Affected: 144,979

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2022-2023 Sorento, Sorento Hybrid, and Sorento Plug-in Hybrid (PHEV) vehicles. The mounting clips for the rearview camera may break, which can cause the rearview camera image not to appear properly on the display. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 111, "Rear Visibility."

Consequence:

A rearview camera that does not properly display an image can reduce the driver's rear view, increasing the risk of a crash.

Remedy:

Dealers will inspect and replace the rearview camera housing, as necessary, free of charge. Owner notification letters are expected to be mailed October 27, 2023. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC280.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.nhtsa.gov.

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Kia America, Inc.'s contact for this recall will be Emily C. Smith who may be reached by email at emily.c.smith@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement