



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

1200 New Jersey Avenue SE
Washington, DC 20590

December 11, 2023

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

NEF-107ES
23V-830

Subject: Side Curtain Air Bags May Deploy Unexpectedly

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/SOUL/2023
KIA MOTOR/SELTOS/2024

Mfr's Report Date: December 7, 2023

NHTSA Campaign Number: 23V-830

Components:

AIR BAGS

Potential Number of Units Affected: 2,300

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2023 Soul and 2024 Seltos vehicles. Due to a manufacturing error, the side curtain air bags may deploy unexpectedly.

Consequence:

An air bag that deploys unexpectedly can increase the risk of injury or crash.

Remedy:

Dealers will inspect and replace both side curtain air bag modules as necessary, free of charge. Owner notification letters are expected to be mailed January 31, 2024. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC289.

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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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