

Safety Recall Campaign 254: Starter Assembly – Dealer Best Practice

February 15, 2024

Document Topic	Date
• Remedy Not Available	02/15/2024

IMPORTANT: As required by federal law, dealers must not deliver new vehicles for sale or for lease to customers until all open recalls have been performed. Dealers must perform all open recalls on used vehicles, demo, and rental vehicles prior to placing them into customer use and whenever an affected vehicle is in the shop for any maintenance or repair.

To check vehicle specific recall applicability, access the “Vehicle Information” screen via WebDCS.

Recall Description

The starter solenoid in the subject vehicles could be contaminated with water if operated in abnormally wet conditions, such as a flooded road. Moisture contamination within the starter solenoid could cause an electrical short over time. An electrical short could result in significant overcurrent, increasing the risk of an engine compartment fire while parked or driving.

IMPORTANT NOTICE: Owners can continue driving these vehicles, however, Hyundai recommends owners to park their vehicles outside and away from structures until the recall remedy is completed.

Applicable Vehicles (Certain)

- 2015-2016 Hyundai Genesis (DH) produced from 02/21/2014 – 02/24/2016

Remedy Information

This remedy is currently under development and additional information will be provided once it has been developed for release by HMA.

Recommended Alternative Transportation

A Service Rental Vehicle (SRC) should be provided to customers who do not feel safe operating their vehicle until a remedy is available. In addition, a SRC may be required based on any other additional work on the vehicle that may need to be addressed during customer’s visit. If a SRC is not available, other options such as a 3rd Party Rental or Rideshare may be provided.

Warranty Information

Warranty information will be updated once remedy has been released by HMA.

Parts Information

Parts, if applicable, will be provided once a remedy has been released by HMA.

Additional Training & Resources

Remedy is currently under development. Applicable training courses related to this recall, if applicable, will be provided once a remedy has been released by HMA.

Sample Customer Talk Track

1. *“If you experience any concern(s) related to the performance of your vehicle such as an inability or difficulty to start the engine, please have your vehicle towed to the nearest Hyundai dealer and do not attempt to drive the vehicle until a remedy has been applied.”*
2. *“During your visit today, I checked your vehicle for any open campaigns or recalls and found that your vehicle has an open recall without an available remedy. The recall states that it is a condition relating to the starter solenoid which could become contaminated if operated in abnormally wet conditions that may result in a in an electrical short, increasing the risk of engine compartment fire while parked or driving. Once a remedy is available, Hyundai will notify you via First Class mail advising you to bring your vehicle to a Hyundai dealer to have it applied at no cost to you.”*

Best Practice Checklist



Reservation: Did you check WebDCS for additional campaigns or recalls?

- Yes
- No** – Please ensure all open campaign(s)/recall(s) are identified and completed by the dealership if remedy/repair(s) are available.



Reception: Did you offer the customer Alternative Transportation?

- Yes
- No** – Customer should be offered if they feel unsafe in the operation of their vehicle prior to the release of the official remedy.

Customer FAQs

Q1: What is the issue?

A1: The starter solenoid in the subject vehicles could be contaminated with water if operated in abnormally wet conditions, such as a flooded road. Moisture contamination within the starter solenoid could cause an electrical short over time.

Q2: What are the affected vehicles?

A2: Affected vehicles include certain model year 2015-2016 Hyundai Genesis vehicles produced 02/21/2014 – 02/24/2016 by Hyundai Motor Company (“HMC”) for sale in the U.S. market.

Q3: What is the safety concern?

A3: An electrical short could result in significant overcurrent increasing the risk of an engine compartment fire while parked or driving.

Q4: Have there been any accidents or injuries?

A4: As of the filing to NHTSA on February 13, 2024, there are no crashes, injuries, or fatalities attributable to this condition in the U.S. or Canada. To date, there are twelve (12) unique thermal incidents isolated to the starter assembly in the U.S.

Q5: Will a Dealer Stop Sale be issued?

A5: No, as the involved vehicles are no longer in factory production or offered for retail sale.

Q6: What will be done (planned remedy) during the recall service at the dealer?

A6: Owners can continue driving these vehicles; however, Hyundai recommends parking their vehicles outside and away from structures until the recall remedy is completed. All owners of the subject vehicles will be notified



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by first class mail with instructions to bring their vehicles to a Hyundai dealer to install a relay kit in the engine junction box. This remedy will be offered at no cost to owners for all affected vehicles, regardless of whether the affected vehicles are still covered under Hyundai's New Vehicle Limited Warranty. Additionally, Hyundai will provide owners of affected vehicles reimbursement for out-of-pocket expenses incurred to obtain a remedy for the recall condition in accordance with the reimbursement plan submitted to NHTSA on February 24, 2022.

Q7: When will owners be notified?

A7: Owners of the subject vehicles will be notified via First Class mail in late mid-April 2024.

Contact Reference

Please see the list below for commonly referred to contacts. Thank you for your prompt attention to this important safety matter and continued commitment to Hyundai customers.

Key Contact Information		
Dealer Support	Contact Information	Description
Parts	HyundaiPartsHotline@MobisUSA.com 1-800-545-4515	Parts ordering hotline
Techline	1-800-325-6604	Vehicle Technical Support for Hyundai Dealer Technicians
Warranty HELP Line	1-877-446-2922	Warranty Claim questions for Hyundai Dealers
Warranty Prior Approval (PA) Center	PA@hmausa.com	Warranty Prior Approval (PA) Center for Hyundai Dealers
Xtime Technical Support	Support@xtime.com 1-866-984-6355	Assistance with Car Care Scheduling: <ul style="list-style-type: none"> Appointment / Shop Capacity Management / Campaign Integration / Operation Codes
AutoLoop Technical Support	Support@autoloop.com 1-877-850-2010	Assistance with Car Care Scheduling: <ul style="list-style-type: none"> Appointment / Shop Capacity Management / Campaign Integration / Operation Codes
CDK Technical Support	https://serviceconnect.support.cdk.com/	Assistance with Car Care Scheduling: <ul style="list-style-type: none"> Appointment / Shop Capacity Management / Campaign Integration / Operation Codes
Customer Support	Contact Information	Description
Hyundai Customer Care Center (Recall/Campaign Questions)	1-855-671-3059	Customer questions or concerns related to <u>recall or service campaigns</u>
Hyundai Recall /Campaign Website	www.hyundaiusa.com/recall	Updated information related to the specific recall or service campaign
Hyundai Customer Care Center (General Questions)	1-800-633-5151	Customers general questions, <u>non-campaign related</u>
Hyundai Roadside Assistance	1-800-243-7766	Hyundai Roadside Assistance
Key Reference Information		
Name	Source	
Campaign Central	Consolidated repository of recall and service campaign dealer best practices. Located on the service tab homepage in www.HyundaiDealer.com	
Car Care Scheduling (Xtime) - Tutorials	www.HyundaiDealer.com > Service > Dealer Resources > Documents Library > Car Care Scheduling	
Car Care Scheduling (Xtime) - Recall Appointment Notification	<ol style="list-style-type: none"> 1. Log into Xtime 2. Under the menu at the top left, select 'CONFIGURE' 3. Under the dealership tab, click "EMAIL COMMUNICATION" 4. Slide the toggle to "ADVANCED" 5. Populate as many e-mails as desired in the "PARTS DESK EMAIL FIELD" 	
Parts – Campaign Parts Management (CPM) Procedure	As applicable; www.HyundaiDealer.com > Parts > Documents Library > Campaign Parts Management	
Service Rental Car (SRC) Program	SRC Documentation: www.HyundaiDealer.com > Service tab > Documents Library > Service Rental Car TSD: www.HyundaiDealer.com > Service tab > SRC Fleet Mgmt Software Insurance: www.HyundaiDealer.com > Service tab > SRC Insurance	
Technical Service Bulletin (TSB)	www.HyundaiDealer.com > Service tab > Hyundai Tech Info	
Uncompleted Campaign VIN Listing	A listing of vehicles is located on WEBDCS > SERVICE tab > select UNCOMPLETED CAMPAIGN VIN LISTING – Dealer Stock (New, SRC, CPO, etc.) and Retailed.	
Recall Campaign Website	www.hyundaiusa.com/recall	
NHTSA Website	www.safercar.gov	