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By Recall Management Division at 12:57 pm, Mar 09, 2011



March 3, 2011

11V-153  
(3 Pages)

Mr. Frank S. Borris, Director  
Office of Defects Investigation  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE, W45-302  
Washington, DC 20590

**VIA FEDERAL EXPRESS**

Re: Voluntary Safety Recall Campaign  
2006-2008 MY Kia Optima (MG) Automatic Transmission Shift Cable Inspection (See  
PE10-046)

Dear Mr. Borris:

The following information is submitted in accordance with Part 573 of Title 49 of the Code of Federal Regulations.

**573.6(C)(1)**

Manufacturer:	Kia Motors Corp.
Importer:	Kia Motors America, Inc.
Agent Designated by Manufacturer:	Robert Babcock Hyundai-Kia America Technical Center, Inc

**573.6(C)(2)**

Identification of Vehicle, Make, Model Year and Manufacturing Date:	Certain 2006-2008 MY Kia Optima (MG) vehicles with Automatic Transmission produced from 9/29/2005 to 6/13/2007
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**573.6(C)(3)**

Total Number of Vehicles	Approximately 70,115 MY 2006-2008 Kia Optima (MG) vehicles will be subject to this recall.
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HATCI is an authorized representative of both Hyundai Motor Company and Kia Motors Corporation; which are separate and distinct automotive manufacturers.

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**573.6(C)(4)**

Percentage of Vehicles Estimated to Actually Contain the Defect: This defect potentially exists in any of the vehicles identified in 573.6(C)(2) above

**573.6(C)(5)**

Description of the Defect:

There is a possibility that the shift cable may have been installed incorrectly, causing tension on the cable not anticipated in the design. If present, this condition could cause the cable to detach from the shifter assembly's dowel pin preventing the transmission from being shifted. The shift lever can then be moved into the Park (P) position while the vehicle transmission is still in the last used gear before detachment. If the driver leaves the vehicle without engaging the parking brake, there is a possibility that the vehicle can roll creating the risk of a crash.

**573.6(C)(6)**

Basis for Defect Determination:

In March 2007, KMC identified that certain Optima vehicles had been manufactured with the shift cable connection improperly attached to the shifter assembly and changed manufacturing procedures to improve installation. On June 5, 2007, KMA informed KMC about field vehicles which had cable detachments but without any safety concerns. KMC then added positioning clips in vehicles produced from June 14, 2007 to further ensure correct assembly. KMA issued a Pit Stop and TechTimes in August 2007 to advise service technicians how to reconnect the shift cable in case they were presented with a vehicle which had a disconnected cable.

Following the commencement of this PE investigation, Kia conducted a new evaluation of technical and field data regarding cable detachment issues and concluded that this condition has not been creating real world safety incidents. However, it has concluded that under extraordinary circumstances a significant vehicle rolling event could potentially occur and has thus decided to conduct a recall on February 24, 2011.

There have been no reported injuries related to this condition.

**573.6(C)(8)(i)**

Program to Remedy Defect:

All owners of vehicles identified in (C)(3) will be notified by first class mail and instructed to bring their vehicles to a Kia

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dealer to have the shift cable inspected for correct installation, and re-installed, if necessary, at no charge to the customer. The notification will advise customers to always engage the parking brake when placing the vehicle in Park, especially until they can take their vehicle to the dealer to have the campaign performed.

**573.6(C)(8)(ii)**

Estimated Date for Notification of Defect to Owners and Dealers

The estimated date of notification to dealers is March 7, 2011. The estimated date of notification to owners will be sometime in March, 2011.

**573.6(C)(11)**

Notices

A draft of the owner notification letter is attached. The Technical Service Bulletin SC088 will be provided to NHTSA in the near future.

**573.6(C)(12)**

Manufacturer's Campaign Number If Different From Identification Number Assigned by NHTSA

SC088

Sincerely,



Robert Babcock  
Senior Manager,  
Regulation and Certification Department