



SAFETY RECALL NOTICE

September 13, 2010

Dear Kia Soul Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that a defect relating to motor vehicle safety exists in certain 2010 Kia Soul vehicles.

What Is The Problem?

The wiring harness for the speaker light in the Advanced Lighting Speakers may have been improperly soldered during the assembly process. As a result, when the lights are illuminated under certain conditions, an electrical short may ensue and can result in a fire in the speaker.

What Will Kia Do?

Your Kia dealer will replace the wiring harness for the speaker light in your vehicle's Advanced Lighting Speaker at no cost to you.

What Should You Do?

- **Turn your speaker lights off and keep them off until this repair is completed.**
- Please contact your Kia dealer as soon as possible to schedule a service appointment. The actual time required to repair your vehicle depends on the dealer's work load, therefore, we recommend scheduling a service appointment to minimize inconvenience. Please present this notice to your dealer at the time of your appointment.

What If You Have Already Paid To Have This Situation Corrected?

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Please contact the Kia Consumer Assistance number listed below for assistance in submitting your claim, or mail your receipts with a cover letter directly to Kia for review and consideration:

Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542

Have You Changed Your Address Or Sold Your Kia?

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us.

What If You Are A Vehicle Lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What If You Have Other Questions?

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation, without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street, SW., Washington, DC 40990; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department