

SL1: IMPORTANT: May 10 - 12 — Opportunity to help protect your Kia from theft.

SL2: Don't miss your FREE anti-theft upgrade from May 10 - 12!

PHT1: Come by Flatiron Crossing from May 10 - 12 to help protect your Kia with an important FREE anti-theft software upgrade.

PHT2: Get your complimentary software upgrade at our upcoming event!



Movement that inspires

Kia America
111 Peters Canyon Road
Irvine, CA 92606

Help protect your vehicle from theft.

Visit Flatiron Crossing from May 10 - 12, 2024,
for additional protection.



Kia America will be in your community hosting a complimentary **Anti-Theft Software Upgrade Event** to help better protect your Kia from theft.

Event Details:

- May 10 - 12, 2024
- Fri - Sat: 8 a.m. - 6 p.m. MT
- Sun: 8 a.m. - 3 p.m. MT
- Estimated installation time: 20 minutes
- Flatiron Crossing
1 W Flatiron Crossing Dr.
Broomfield, CO 80021



On-site Facility & Amenities:

- Climate-controlled, relaxing lounge
- Snacks and drinks
- Restrooms



Tell your family and friends to check their Kia vehicle(s) for software upgrade eligibility at this link:

[Check Eligibility](#)

If your Kia vehicle is equipped with a Kia Genuine Remote Start Accessory, you may also need an additional software update and should check with your local Kia dealer.

Why?

There have been social media “challenges” that encourage theft of certain Kia vehicles. These challenges are aimed at Kia vehicles equipped with a steel key and “turn-to-start” ignition system. In response, we have developed a software upgrade that can be installed on your vehicle to help prevent operation of the vehicle’s ignition system should your locked vehicle be the subject of an attempted break-in or theft.

This software upgrade is available to you **free of charge** at our upcoming event. When you complete the software upgrade, we will also provide you with window decals that can be applied to your vehicle to discourage a break-in.

Can't make it to the event?

Contact your local Kia dealer to schedule an appointment as soon as possible. This is a limited-time offer.*

[Find a Dealer](#)

If you require additional assistance, please feel free to reach out to the Kia Customer Care Team at:

Online

<https://customercare.kiausa.com/>

Phone

800-333-4KIA (4542)

Monday-Friday: 8 a.m.-9 p.m. ET

Informational Portal

To see if your vehicle is eligible for this free upgrade, please check your VIN below.

[Check Eligibility](#)

*This is a limited-time offer. Check the date on the notification letter we sent you previously for your vehicle's specific deadline. Contact your Kia dealer for more information.



Your information is collected and used consistently with the Kia America, Inc., [Privacy Policy](#). To learn more about our collection and use of personal information and how to exercise your privacy rights, please see our [Privacy Policy](#).

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This email was sent to: [\[Customer Email\]](#)
This email was sent by: Kia America, Inc.
111 Peters Canyon Road, Irvine, CA 92606

SL1: IMPORTANT: May 10 - 12 — Opportunity to help protect your Kia from theft.
SL2: Don't miss your **FREE** theft deterrent installation from May 10 - 12!
PHT1: Come by Flatiron Crossing from May 10 - 12 to help protect your Kia with a complimentary theft deterrent installation.
PHT2: Get your complimentary ignition cylinder protector at our upcoming event!



Movement that inspires

Kia America
111 Peters Canyon Road
Irvine, CA 92606

Help protect your vehicle from theft.

Visit Flatiron Crossing from May 10 - 12, 2024, for additional protection.



Kia America will be in your community hosting a complimentary Theft Deterrent Installation Event to help better protect your Kia from theft.

Event Details:

- May 10 - 12, 2024
- Fri - Sat: 8 a.m. - 6 p.m. MT
- Sun: 8 a.m. - 3 p.m. MT
- Flatiron Crossing
1 W Flatiron Crossing Dr.
Broomfield, CO 80021



On-site Facility & Amenities:

- Climate-controlled, relaxing lounge
- Snacks and drinks
- Restrooms



Tell your family and friends to check their Kia vehicle(s) for installation eligibility at this link:

[Check Eligibility](#)

Why?

There have been social media “challenges” that encourage theft of certain Kia vehicles. These challenges target Kia vehicles equipped with a steel key and “turn-to-start” ignition system. In response to this new phenomenon of online theft promotion, we now have an additional vehicle modification available for installation to help deter and thwart attempted thefts.

This modification consists of a theft deterrent ignition cylinder protector and will be available to you **free of charge** at our upcoming event. The installation of the ignition cylinder protector may require the key illumination ring (if applicable) to be removed from the vehicle. Decals to be applied to your vehicle windows will be provided with this modification to discourage a break-in.

Can't make it to the event?

Contact your local Kia dealer to schedule an appointment as soon as possible. This is a limited-time offer.*

[Find a Dealer](#)

If you require additional assistance, please feel free to reach out to the Kia Customer Care Team at:

Online
<https://customercare.kiausa.com/>

Phone
800-333-4KIA (4542)
Monday-Friday: 8 a.m.-9 p.m. ET

Informational Portal
To see if your vehicle is eligible for this free installation, please check your VIN at the link below.

[Check Eligibility](#)

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Anti-Theft Event

at FlatIron Crossing.

For your awareness, in the event of customer inquiries.

Kia America is sponsoring an upcoming Anti-Theft Event at FlatIron Crossing.

This mobile event is designed to expand service capacity for local customers to complete the software upgrade or the installation of the ignition cylinder protector on a walk-in basis. **Note that customers with vehicles equipped with a Kia Genuine Remote Start Accessory are being asked to contact their local Kia dealership to complete the software upgrade.**

Local customers with open anti-theft campaigns (based on our records) will be invited to attend the event. **If they can't attend, they are encouraged to schedule an appointment with their local Kia dealership.**

The email invitation will go out to local customers shortly.

Event Information:

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- Sun: 8 a.m. - 3 p.m. MT
- FlatIron Crossing
1 W Flatiron Crossing Dr.
Broomfield, CO 80021

View the email event invitations:

[Anti-Theft Software Upgrade](#)

[Theft-Deterrent Installation](#)

If you have any questions, contact your Kia America District Parts & Service Manager.

Sincerely,
Kia America — Service and Parts Marketing

