

SL1: IMPORTANT: April 5 - 7 — Opportunity to help protect your Kia from theft.

SL2: Don't miss your FREE anti-theft upgrade from April 5 - 7!

PHT1: Come by Center Parc Stadium from April 5 - 7 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.

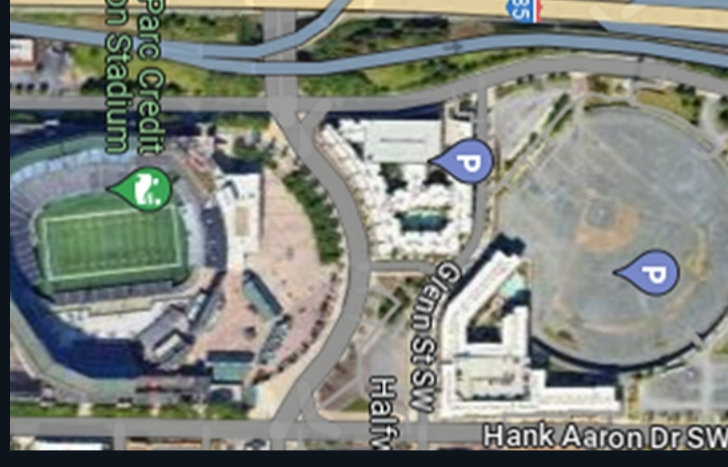
Visit Center Parc Stadium from April 5 - 7, 2024, for additional protection.



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:

- April 5 - 7, 2024
- Fri - Sat; 8 a.m. - 6 p.m. ET
- Sun; 8 a.m. - 3 p.m. ET
- Estimated installation time: 20 minutes
- Center Parc Stadium (Formerly known as Turner Field)
500 Hank Aaron Dr SE
Atlanta, GA 30315



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.

Kia Service

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