

SL1: IMPORTANT: April 26 - 28 — Opportunity to help protect your Kia from theft.

SL2: Don't miss your FREE anti-theft upgrade from April 26 - 28!

PHT1: Come by Busch Stadium & Chesterfield Mall from April 26 - 28 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.

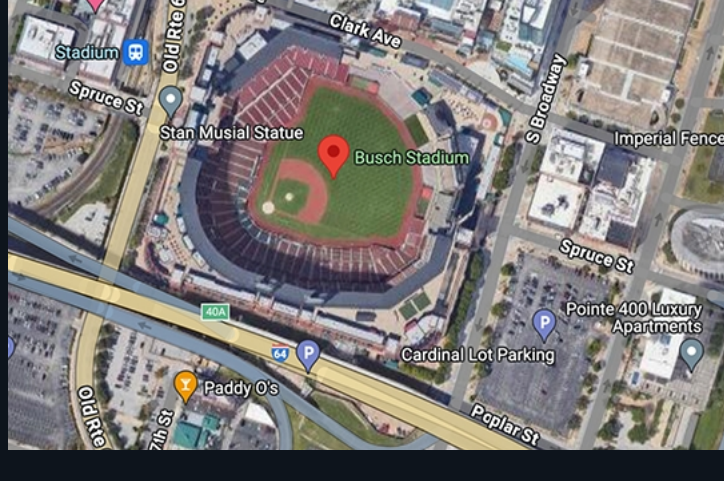
Visit Busch Stadium & Chesterfield Mall from April 26 - 28, 2024, for additional protection.



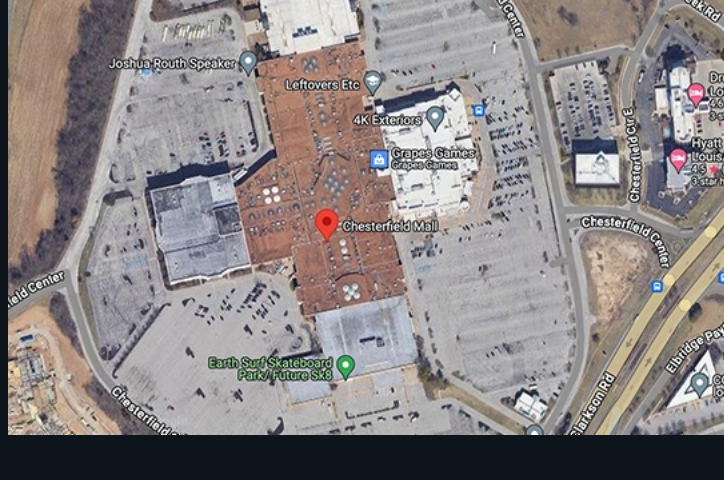
Kia America will be in your community hosting a complimentary **Anti-Theft Software Upgrade Event** to help better protect your Kia from theft.

Event Details:

- April 26 - 27, 2024
- Fri - Sat: 8 a.m. - 6 p.m. CT
- Estimated installation time: 20 minutes
- Busch Stadium
608 S. Broadway
St. Louis, MO 63102



- April 28, 2024
- Sun: 8 a.m. - 3 p.m. CT
- Estimated installation time: 20 minutes
- Chesterfield Mall
291 Chesterfield Center
Chesterfield, MO 63017



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 St. Louis area 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.



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This email was sent by: Kia America, Inc.
111 Peters Canyon Road, Irvine, CA 92606

SL1: IMPORTANT: April 26 - 28 — Opportunity to help protect your Kia from theft.

SL2: Don't miss your **FREE** theft deterrent installation from April 26 - 28!

PHT1: Come by Busch Stadium & Chesterfield Mall from April 26 - 28 to help protect your Kia with a complimentary theft deterrent installation.

PHT2: Get your complimentary ignition cylinder protector at our upcoming event!



Kia America
111 Peters Canyon Road
Irvine, CA 92606

Help protect your vehicle from theft.

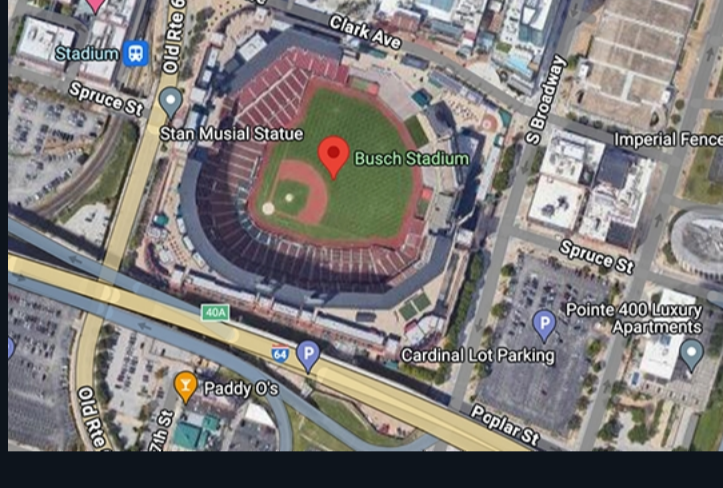
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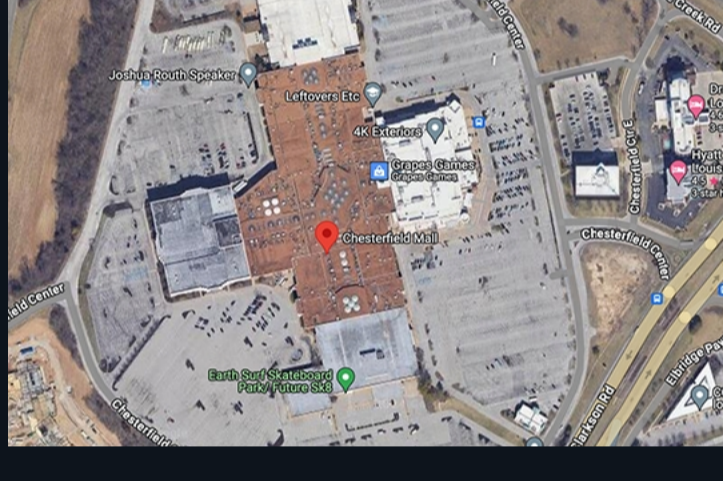
Kia America will be in your community hosting a complimentary **Theft Deterrent Installation Event** to help better protect your Kia from theft.

Event Details:

- April 26 - 27, 2024
- Fri - Sat: 8 a.m. - 6 p.m. CT
- Busch Stadium
608 S. Broadway
St. Louis, MO 63102



- April 28, 2024
- Sun: 8 a.m. - 3 p.m. CT
- Chesterfield Mall
291 Chesterfield Center
Chesterfield, MO 63017



On-site Facility & Amenities:

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- Snacks and drinks
- Restrooms



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[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 St. Louis area Kia dealer to schedule an appointment as soon as possible. This is a limited-time offer.*

[Find a Dealer](#)

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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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