



Kia America, Inc. | Corporate Headquarters
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October 3, 2023

Docket Management Facility
U.S. Department of Transportation
1200 New Jersey Avenue, SE
West Building, Ground Floor, Room W12-140
Washington, DC 20590-0001

Re: Docket NHTSA-2019-0126

Kia America, Inc. (“Kia”) writes to provide a progress update following the establishment of the Leading Automakers’ Commitment to Implement Rear Seat Reminder Systems (the “Commitment”) in September 2019¹. Kia recognizes the serious threat of unattended occupants in hot vehicles and supports the National Highway Traffic Safety Administration (NHTSA) efforts to raise awareness and prevent vehicular heatstroke. Through technology, such as the Rear Occupant Alert (ROA) systems that Kia began equipping on vehicles in 2019 and are now standard equipment on nearly all Kia vehicles, the automotive industry can further advance the mission to prevent child deaths from heatstroke.

¹ The Commitment was established by members of the Alliance of Automobile Manufacturers, Inc., and the Association of Global Automakers, in September 2019. These organizations merged in 2020 to form the Alliance for Automotive Innovation. A copy of the Commitment can be accessed here: <https://www.autosinnovate.org/safety/heatstroke/Automakers%20Commit%20to%20Helping%20Combat%20Child%20Heatstroke.pdf>



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Kia currently offers or has publicly announced the inclusion of ROA on the following model year (MY) 2023-2024 vehicles:

MY	Model	Trim	Availability	Type
2023 + 2024	Carnival	All	Standard	Motion Detection
	EV6	All	Standard	Door Logic
	EV9	All	Standard	Door Logic
	Forte	All	Standard	Door Logic
	K5	All	Standard	Door Logic
	Niro	All	Standard	Door Logic
	Niro EV	All	Standard	Door Logic
	Rio	S Tech	Optional	Door Logic
	Seltos	All	Standard	Door Logic
	Sorento	All	Standard	Motion Detection
	Soul	All	Standard	Door Logic
	Sportage	All	Standard	Door Logic
	Stinger	All	Standard	Door Logic
Telluride	All	Standard	Motion Detection	

The overall proportion of model year 2023 and 2024 vehicles manufactured for sale in the United States that are included in Kia’s Commitment Fleet was **813,136** with **97.7%** percent conforming to Sections 1 and 2 of the Commitment.

Kia is proud to have satisfied the terms of the industry agreement in 2022, the initial year of reporting. As evident by our 2023 and 2024 model year offerings, Kia will continue to uphold this commitment and voluntarily offer ROA systems across its vehicle lineup.

Product Summary

Two Rear Occupant Alert systems are used in Kia vehicles to prevent people being unintentionally left behind in the rear seats:



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1. **Door Logic**, which is designed to provide a message in the instrument cluster for the driver to “Check Rear Seats” in order to help prevent leaving the vehicle with a rear passenger left inside. The message appears when the driver door is opened after a rear passenger door has been opened and closed.
2. **Motion Detection** uses ultrasonic sensors designed to detect a passenger in the rear cabin. If a rear passenger is detected and the driver leaves the vehicle, the vehicle will follow a series of steps to notify the driver; initially through a vehicle cluster message, and then through vehicle alarm initiation and subsequent SMS/Push message to the owner’s smart phone if they are enrolled through Kia Connect.

For additional information related to Kia Rear Occupant Alert systems, please contact me and/or visit the following:

- <https://www.kiamedia.com/us/en/media/pressreleases/15435/video-demonstrating-kia-rear-occupant-alert-system-is-now-available>
- <https://www.kiamedia.com/us/en/models/telluride/2020/videos#telluride>

Sincerely,

A handwritten signature in black ink that reads "Orth Hedrick". The signature is written in a cursive, flowing style.

Orth Hedrick

Executive Director, Product Planning