



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Scott McKee  
949.468.4813  
smckee@kiausa.com

## News Release

Shamit Choksey  
Zeno Group for Kia Motors America  
949.468.4819  
shamit.choksey@zenogroup.com

### **2012 KIA SORENTO NAMED TO “10 BEST FAMILY CARS OF 2012” LIST BY KELLEY BLUE BOOK’S KBB.COM**

#### ***Kia’s Popular CUV Receives Honor for Second Year in a Row***

- The brand’s best-selling vehicle delivers safety, comfort and functionality for true family car appeal
- Sorento’s affordability and low cost of ownership make it an impressive overall value

**IRVINE, Calif., February 29, 2012** – The award-winning Kia Sorento is again in the limelight, this time being named to Kelley Blue Book’s kbb.com coveted “10 Best Family Cars of 2012” list. The ultra-popular CUV enjoys this accolade for a second year in a row. Lauded for its outstanding drivability, functionality, refinement and comfort, the Sorento has defined a number of milestones for Kia, including becoming the first model in the product line to surpass 100,000 sales in a single year as well as being Kia’s first U.S.-built<sup>1</sup> vehicle at Kia Motors Manufacturing Georgia (KMMG) in West Point, Ga.

“Sorento’s achievement of being recognized as one of the ‘10 Best Family Cars of 2012’ by Kelley Blue Book’s kbb.com is a testament to its exceptional safety, comfort and feature content,” said Michael Sprague, vice president, marketing & communications, Kia Motors America. “As Kia’s best-selling vehicle, Sorento’s low cost of ownership has resulted in strong consumer ratings, making it a favorite among family buyers.”

Editors from Kelley Blue Book’s kbb.com evaluated vehicles based on several main criteria important to family car buyers, including safety, child-friendliness, comfort, economy of operation – which factors fuel consumption, insurance premiums and repair costs – and resale value. The kbb.com editors selected the vehicles that offer the best combination of these characteristics and the highest overall value for everyday families.

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## **2012 Sorento Makes Kelley Blue Book's "10 Best Family Cars" List**

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Kbb.com editors underscored the Sorento's available three row seating capacity and highway fuel economy of 32 miles-per-gallon<sup>2</sup>. "Good fuel economy is only part of the story," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "The Sorento starts under \$24,000 and offers a voice-controlled infotainment system plus a great big panoramic moonroof."

For more information about kbb.com's "10 Best Family Cars of 2012," visit <http://www.kbb.com/car-news/all-the-latest/10-best-family-cars-of-2012/>.

### **Kia's Unprecedented Growth**

Kia Motors is the one of the world's fastest moving global automotive brands; from 2009-2011 Kia launched more new vehicles in the U.S. than any other automaker, and under the guidance of chief design officer, Peter Schreyer, earned a reputation as an industry leader in automotive styling. Kia Motors America's full line of fuel-efficient and fun-to-drive cars and CUVs has earned critical acclaim and dramatically increased consumer awareness, perception and consideration for the brand. In 2011, KMA recorded its 17<sup>th</sup> consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality<sup>3</sup> and the industry's highest brand loyalty ranking<sup>4</sup>. Kia's U.S.-based manufacturing facility in West Point, Georgia – KMMG – is responsible for the creation of more than 10,000 plant and supplier jobs and builds the company's two best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan<sup>5</sup>. Kia's value and technology-laden 2012 model year lineup also includes the Sportage compact CUV, Soul urban passenger vehicle, Optima Hybrid, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts and Sedona minivan.

### **About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 755 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

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<sup>2</sup> EPA fuel economy estimates 22 mpg/city and /32 mpg highway for 2012 Sorento 2WD with optional 2.4L GDI engine. Actual mileage will vary.

<sup>3</sup> Source: Automotive Lease Guide Spring 2011 Perceived Quality Study

<sup>4</sup> Source: Experian Automotive Q2 2011 market analysis

<sup>5</sup> Optima Hybrid is not built at KMMG

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Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

### **About Kelley Blue Book** ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, The Trusted Resource<sup>®</sup>, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [www.kbb.com](http://www.kbb.com), including its famous Blue Book<sup>®</sup> Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on [minivans](#), [pickup trucks](#), [sedan](#), [hybrids](#), [electric cars](#), and [SUVs](#). Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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