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## News Release

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### **2012 KIA OPTIMA AND SORENTO NAMED AMONG BEST FAMILY CARS OF 2012** **BY EDMUNDS.COM AND PARENTS MAGAZINE**

*Kia's Midsize Sedan and Crossover are Two of Only 15 Vehicles to be Honored*

- Optima and Sorento heralded for their abundance of family-friendly attributes, including safety, comfort and reliability
- Kia's flagship midsize sedan benefits from an upscale personality and fuel-efficient powertrains<sup>1</sup> while the automaker's mainstay crossover boasts a spacious seven-passenger cabin

**IRVINE, Calif., June 5, 2012** – *Parents* magazine and Edmunds.com have named the 2012 Kia Optima midsize sedan and Kia Sorento crossover utility to the publications' "Best Family Cars of 2012" list. The accolade recognizes vehicles focusing on reliability, safety and affordability as top priorities, with the Optima and Sorento's "Top Safety Pick" designations from the Insurance Institute for Highway Safety (IIHS) playing a key factor in being named as two of only 15 vehicles to the coveted list. Other criteria the judges considered were performance, interior quality, exterior design, family-friendly features and technology.

"As bold design and value are no longer mutually exclusive, the Optima and Sorento have changed the way many consumers look at what family cars can and should be," said Michael Sprague, vice president of marketing and communications, Kia Motors America (KMA). "This recognition from leading family and automotive resources *Parents* magazine and Edmunds.com reinforces why these two Kia vehicles are among our top-selling products and why more families are considering Kia for the first time."

This is the fifth year editors from *Parents* magazine and auto experts at Edmunds.com have collaborated on naming the "Best Family Cars." Hundreds of vehicles are evaluated throughout the judging process, and owners who drive these cars are also consulted prior to naming the winners.

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<sup>1</sup> EPA fuel economy estimates 22 mpg/city and /32 mpg highway for 2012 Sorento. EPA fuel economy estimates 24 mpg city /35 mpg highway for 2012 Optima. Actual mileage will vary.

## Kia Optima and Sorento Named to “Best Family Cars of 2012” List by Edmunds and Parents Page 2 of 4

“Buying a new car is a big family decision and our guide makes the process easier,” said Dana Points, editor-in-chief of *Parents* magazine. “The Optima and Sorento made our list because they are safe and affordable, plus they have smart, family-friendly features to make kids and parents happy.”

Although both vehicles are best-selling and award-winning, the Optima has been widely considered the showpiece of Kia’s model line. “Kia has reinvented itself over the last few years, and the beautiful Optima sedan is a big part of that revolution,” said Scott Oldham, editor-in-chief of Edmunds.com. “Both inside and out, the affordable Optima looks like it costs more than twice its price. Add its roomy interior, fuel efficient powertrains and 100,000 mile warranty<sup>2</sup> to the mix, and it’s easy to recommend the Optima to America’s families.”

### **About the 2012 Sorento**

Kia’s first U.S.-built vehicle,\* with a starting MSRP of \$21,250<sup>3</sup>, the Kia Sorento combines outstanding horsepower and fuel economy<sup>4</sup> with cutting-edge technologies. It also offers a GDI engine and Kia’s UVO powered by Microsoft<sup>®5</sup> voice-activated infotainment and communications system. As one of Kia’s best-selling vehicles, Sorento also provides a host of convenience features, including power-folding mirrors, memory seat settings, power passenger seat, ventilated driver’s seat and heated, wood-trim steering wheel.

### **About the 2012 Optima**

The 2012 Kia Optima stands apart from the crowd with its head-turning design, fun-to-drive performance, modern amenities and long list of standard safety features with a starting MSRP of \$19,500<sup>6</sup>. Kia’s second U.S.-built vehicle\* offers drivers cutting-edge technologies, including a standard eight-speaker Infinity<sup>®7</sup> audio system, HD Radio<sup>™8</sup>, and Kia’s UVO powered by Microsoft<sup>®2</sup> voice-activated infotainment and communications system..

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\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.

2 Warranty is a powertrain warranty and is limited. See retailer for warranty details or go to [kia.com](http://kia.com).

3 Starting prices are manufacturer’s suggested retail price (MSRP), which excludes \$800 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

4 EPA fuel economy estimates 22 mpg/city and /32 mpg highway for 2012 Sorento. Actual mileage will vary.

5 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

6 Starting prices are manufacturer’s suggested retail price (MSRP), MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

7 Infinity is a registered trademark of Harman International Industries, Incorporated.

8 HD Radio<sup>™</sup> and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

### **Kia’s Unprecedented Growth**

Kia Motors is 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 17th consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality<sup>9</sup> and the industry’s highest brand loyalty ranking<sup>10</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 two of the company’s best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan\*. Kia’s value and technology-laden 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, 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 and LPGA. 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.

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).

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9 Source: Automotive Lease Guide Spring 2011 Perceived Quality Study.  
10 Source: Experian Automotive Q2 2011 market analysis.

**About Edmunds.com, Inc.**

Edmunds.com, the premier online resource for automotive information, launched in 1995 as the first automotive information Web site. Its acclaimed mobile site, Edmunds.com Android App and five-star Edmunds iPhone and iPad apps make car pricing and other research tools available for car shoppers at dealerships and on the go. Its automotive enthusiast web site, InsideLine.com, is the most-read car publication of its kind. Its highly regarded mobile site and iPhone app features the wireless Web's most comprehensive gallery of automotive photos and videos. Edmunds.com Inc. is headquartered in Santa Monica, California, and maintains a satellite office in suburban Detroit. Follow Edmunds.com on Twitter @edmunds and fan Edmunds.com on Facebook.

**About Parents Magazine**

*Parents*, published monthly by Meredith Corporation, has been America's #1 family magazine for more than 85 years. Since its inception in 1926, it has been a trusted source by every generation of parents. Currently, the magazine is a powerful community of nearly 16 million readers devoted to supporting the efforts of parents, educators and other citizens who strive to make the world a better place for our children. *Parents* can be found online at [www.parents.com](http://www.parents.com).

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