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## News Release

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### **KIA MOTORS' RANGE-TOPPING OPTIMA SX LIMITED ARRIVES IN DEALERSHIPS**

#### ***Fastest-Growing Automotive Brand in the U.S.<sup>1</sup> Moves Upscale by Adding Premium Features and Materials to Critically Acclaimed Midsize Sedan***

- 2013 Optima Limited builds on the foundation of Kia's award-winning, turbocharged Optima SX with enhanced appearance, technology, convenience and performance features
- The top-tier Limited strengthens Optima's value proposition as the full Optima line provides exceptional residual values

**IRVINE, Calif., July 2, 2012** – The 2013 Kia Optima SX Limited (SXL), which is the new top-tier trim level of the ultra-popular midsize Optima sedan line, is now arriving in dealerships with an MSRP under \$35,000<sup>2</sup>. First introduced at the 2012 Chicago Auto Show, the upscale Optima Limited went into production at Kia's U.S. manufacturing plant in West Point, Georgia\* in early-June and builds on the Optima SX's existing foundation of class-leading horsepower<sup>3</sup> and fuel efficiency<sup>4</sup> while adding a number of exclusive design and feature upgrades, including: 18-inch chrome wheels, red brake calipers, LED lighting and exterior brightwork. Within, the SXL boasts high-grade Nappa leather seating trim, rich wood grain accents and an electronic parking brake, which is exclusive to this trim level.

“With the arrival of the Optima SXL, the Kia brand propels itself into a more premium class, which is something consumers have told us they want to see when they walk into our showrooms,” said Tom Loveless, executive vice president of sales, KMA. “This Optima shows buyers that value and upscale character need not be mutually exclusive. For this reason, the SXL stands apart from traditional competitors in the midsize segment.”

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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.  
1 Based on 5-year cumulative growth between 12-month retail sales for periods ending April 2007 and April 2012 of all U.S. automotive brands.  
2 MSRP excludes \$775 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.  
3 Class-leading horsepower claim based on comparison of midsize sedans with (standard or available) engines as of January 2012.  
4 Class-leading fuel economy claim for highway based on comparison of 2012 midsize sedans as of May 2012. EPA fuel economy estimates 22 mpg/city and 34 mpg/hwy for 2012 Optima SX. Actual mileage will vary.

## 2013 Optima SXL Arrives in Showrooms

### Page 2 of 4

The SXL trim arrives on the heels of the Optima's record-breaking sales success and exceptional residual value from Automotive Leasing Guide (ALG), the industry benchmark for residual values and a leading provider of data and consulting services to the automotive industry. Contrary to conventional industry residual value trends, the Optima's residual values improved for MY12 and again for MY13 following its launch as a 2011 model. Specifically, the Optima SX trim's notable rating of 57-percent of original manufacturer's suggested retail price (MSRP) for 24 months of ownership is a full 10 points higher than the previous year.

The Optima SXL is based on the fully loaded turbocharged Optima SX, which Edmunds' *Inside Line* hailed as an "Editors' Most Wanted<sup>SM</sup>" mid-sized sedan. Including destination and handling, the manufacturer's suggested retail price for the Optima SXL is \$35,275<sup>5</sup>. Offered exclusively in Ebony Black, Snow White Pearl and Titanium Metallic exterior colors, the Optima SXL features many luxury details, including LED daytime running lights, chrome-accented rear spoiler and lower door sills, and wood interior trim. Standout red brake calipers can be seen through the Optima SXL's uniquely designed chrome 18-inch wheels while the 2.0-liter turbo GDI engine delivers class-leading 274 horsepower<sup>6</sup> and achieves 22/34 mpg<sup>7</sup> (city/hwy).

Inside the cabin, high-grade black or white Nappa leather adorns the seats, door panels, center console armrest and center fascia trim for a premium feel. Wood accents can be found on the steering wheel, interior door trim and shift knob, and a black tricot fabric lends a premium feel to the headliner, sun visor, and A, B and C pillars. The Optima SXL also boasts an electronic parking brake, which is offered exclusively on this uplevel trim. A first-aid kit and cloth door weather strip round out the SXL package.

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<sup>7</sup> EPA fuel economy estimates 22 mpg/city and 34 mpg/hwy for 2012 Optima SX. Actual mileage will vary.

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### **Page 3 of 4**

Like every Optima, the SXL projects a refined, performance-oriented aesthetic with a sleek silhouette, aggressive stance and sculpted elements that embodies the styling language chief design officer Peter Schreyer has created for the brand. Every 2013 Optima comes well equipped with a generous roster of standard features, and the Optima SXL builds on the technology, performance and convenience features found on the Optima SX, including: unique front and rear lower bumper design, sport-tuned suspension, HID headlamps, Supervision™ meter cluster with LCD display, steering wheel paddle shifters, metal pedals, illuminated door scuff plates, panoramic sunroof, eight-way power adjustable driver's seat with memory, four-way power front passenger's seat, heated/cooled front seats, heated rear seats, navigation system with back-up camera and SiriusXM Traffic™<sup>8</sup> and Infinity®<sup>9</sup> audio system and speakers.

### **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>10</sup> and the industry's highest brand loyalty ranking<sup>11</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.

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8 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at [siriusxm.com](http://siriusxm.com) © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

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

10 Source: Automotive Lease Guide Spring 2011 Perceived Quality Study.

11 Source: Experian Automotive Q2 2011 market analysis.

**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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