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## News Release

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### **KIA CLASSIC LPGA TOURNAMENT READY TO TEE OFF AT NEW PERMANENT HOME IN CARLSBAD, CALIFORNIA**

#### ***Fourth-Annual Kia Classic Moves to Aviara Golf Club Located at the Park Hyatt Aviara Resort***

- Strong field of players from around the world will compete for \$1.7 million purse
- Kia Classic winner will receive a new 2014 Cadenza premium sedan – the most powerful and technologically-advanced Kia ever in the U.S. market

**IRVINE, Calif., March 6, 2013** – After relocating in each of its first three years, the Kia Classic LPGA golf tournament has found a new home at the Aviara Golf Club, located at the Park Hyatt Aviara Resort in Carlsbad, Calif. When play finishes on Sunday, March 24, the winner will take home a check for \$255,000 as part of the event's \$1.7 million purse, as well as a new 2014 Kia Cadenza, the most powerful and technologically-advanced vehicle the brand has ever introduced in the U.S.

"Women's professional golf is exciting and fun, and as a Southern California-based company Kia has been proud to share the action and energy of the tour with the community we call home. We are eagerly anticipating this year's Kia Classic at its new permanent home at the Aviara Golf Club," said Michael Sprague, executive vice president, marketing & communications, Kia Motors America. "As usual, the Kia Classic has attracted a talented field of women who have the opportunity to win our new flagship sedan for the U.S. market, which we will showcase to golf fans watching the action live from Aviara Golf Club and on TV."

Following strong event-attendance and TV-ratings growth in the tournament's third year, Kia Motors America recently signed a multi-year contract extension as title sponsor of its namesake tournament. The venue for the 2013 Kia Classic, Aviara Golf Club, which was named by *Golf Digest* and *Golf Magazine* as one of the best resort golf courses in America and the No.1 golf resort in San Diego according to the readers of *Condé Nast Traveler*, overlooks the beautiful Batiquitos Lagoon ecological reserve and is the only San Diego golf course designed by Arnold Palmer.

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### **New 2014 Cadenza Premium Sedan**

The Cadenza expands Kia Motors America's lineup of inspiring and award-winning vehicles while moving the brand up-market with an impressive list of premium standard and optional equipment, including Advanced Smart Cruise Control (ASCC)<sup>1</sup>, Blind Spot Detection (BSD) and Lane-Departure Warning System (LDWS). With its distinctive front fascia and swept C-pillars, the Cadenza's taut European design language is evident. That it's propelled by Kia's most powerful V6 engine further announces its intentions to provide an invigorating driving experience. Inside, unparalleled premium appointments for five occupants strike the ideal balance between sport and luxury. The Cadenza is expected to arrive in Kia retail showrooms in the second quarter of this year\*, and pricing will be announced closer to the vehicle's on-sale date.

### **About Kia Motors America**

Kia Motors America (KMA) 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 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. 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).

### **About LPGA (Ladies Professional Golf Association)**

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour – Road to the LPGA serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: [www.LPGA.com](http://www.LPGA.com), [www.facebook.com/lpga.official](https://www.facebook.com/lpga.official), [www.twitter.com/lpga](https://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](https://www.youtube.com/lpgavideo).

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### **About Aviara Golf Club**

Named by *Golf Digest* and *Golf Magazine* as one of the best resort golf courses in America, Aviara Golf Club overlooks the protected Batiquitos Lagoon and is the only golf course in San Diego designed by Arnold Palmer. Aviara features a memorable par 72 coastal layout that stretches 7,007 yards and is uniquely sculpted around rolling hillsides, native wildflowers, and plenty of bunker and water challenges. Hole after hole, Aviara golf stimulates the senses with colorful flowers and flora and then sneaks in an ocean view hole just to ensure you'll never forget this magnificent Park Hyatt golf experience. The elegant two-story, 32,000-square-foot Spanish Colonial clubhouse features a bar, cozy lounge with fireplace and the adjoining Argyle Steakhouse with indoor and outdoor balcony seating. Showers, locker rooms, an upscale golf shop, driving range and an oversized practice putting green round out all the Aviara experience.

### **About Park Hyatt Aviara Resort**

Secluded amidst 200 acres of verdant hillsides and rolling valleys within the master-planned community of Aviara, Park Hyatt Aviara Resort is AAA Five Diamond-rated and provides an appealing setting for any function. The resort's Spanish colonial architecture welcomes with a sense of casual elegance. Each of the 329 spacious guest rooms – including 44 suites – features a private balcony or landscaped terrace offering magnificent views. Expansive facilities for meetings and special events are enhanced by complete resort amenities, from acclaimed dining at four on-site restaurants, to a full-service spa, swimming, tennis, a fitness center and an Arnold Palmer-designed 18-hole championship golf course. Follow Park Hyatt Aviara on Twitter, @ParkHyattAviara and become a fan on Facebook at [www.facebook.com/ParkHyattAviara](http://www.facebook.com/ParkHyattAviara). [www.parkhyattaviara.com](http://www.parkhyattaviara.com)

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\* 2014 Kia Cadenza expected May 2013. Initially only available in certain markets with limited availability.

<sup>1</sup> The advanced smart cruise control, blind spot detection, and lane-departure warning systems are not substitutes for proper and safe driving. Always drive safely and use caution. These systems may not detect every object in the vehicle's blindspot or direction of travel.