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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia ranks sixth among automakers in 2014 J.D. Power Initial Quality Study**

* **Cadenza and Sportage recognized as segment leaders as fast-moving brand moves up four positions over last year**
* **Kia achieves its highest-ever IQS ranking and outpaces the U.S. industry average**
* **Sportage claims second-consecutive IQS award in a tie while Cadenza receives first-time honors**

**(SEOUL) June 19, 2014** – J.D. Power 2014 Initial Quality Study (IQS) has ranked the Kia Sportage and Kia Cadenza as leaders in the U.S. Small SUV and Large Car segments, respectively.  Furthermore, Kia has moved up four positions over last year’s IQS ranking and now stands at number six (in a tie) in the U.S. automotive industry for initial quality out of a field of 32 car brands.  The 2014 Sportage ranked first (in a tie) in the Small SUV segment for the second consecutive year, and the Cadenza ranked highest in the prestigious Large Car category, recognized by IQS for its first U.S. model year.

“The results of the J.D. Power Initial Quality Study demonstrate Kia’s long-term strategy to concentrate on quality, strengthen our brand and elevate the ownership experience,” said John Crowe, vice president, service & aftersale operations, Kia Motors America (KMA). “The Sportage and the Cadenza are two prime examples of how far the entire Kia model line-up has progressed in the way of design, performance, sophistication and value.”

Aside from Kia’s highest ranking ever and Sportage’s back-to-back honors, Cadenza’s score was the second best for any Kia model in history. The annual report analyzed responses from 86,118 respondents in the U.S. with regards to 239 vehicle models across 23 segments. Vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality problem symptoms reported by vehicle owners.

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**About Kia Motors America**

*Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900 flagship sedan[[1]](#endnote-1)1, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.*

**About Kia Motors Corporation**

*Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

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1. *1* 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)