**Kia tops Mainstream Brands in Strategic Vision’s Total Quality Index Study**

*Kia Soul and Optima Score Highest in Their Segments and Enhance Overall Brand Strength*

* Soul wins small multi-function segment for second consecutive year
* Customers value safety, functionality and styling of Kia’s model line

**IRVINE, Calif., July 2, 2014** – Kia Motors America’s (KMA) two most popular vehicles, the 2014 Optima and 2014 Soul, were ranked at the top of their respective segments in Strategic Vision’s Total Quality Index Study. Kia’s youthful, stylish and well-built vehicles earned the brand the highest Total Quality score of all mainstream brands in this year’s annual study. The Soul captured the best score in the small multi-function car segment for the second year in a row. Analysts at Strategic Vision look for brands and products that are innovative, bold and smart. Customers’ perceptions of quality also play a major role in overall scores for brands and vehicles.

“Kia has always embraced its challenger spirit with products that disrupt their segment by offering head-turning design elements, premium features and cutting-edge technology, all at an outstanding value,” said Michael Sprague, executive vice president of sales and marketing, KMA. “The results of Strategic Vision’s Total Quality Index Study are tangible evidence of the progress Kia has made through our long-term strategy to strengthen the brand, concentrate on quality and elevate the ownership experience for Kia buyers.”

Strategic Vision surveyed more than 38,000 new car owners to select the winners of this year’s Total Quality awards. The Total Quality Index measures reliability, vehicle problems, driving excitement and other emotional measures involved in the ownership experience.

“Strategic Vision analyzes both the holistic and the tangible aspects of what influences quality,” said Christopher Chaney, senior vice president of Strategic Vision. “Kia has both one of the lowest percentages of owners reporting problems and very strong ratings in exterior workmanship, interior styling and thoughtfulness with one of the highest customer safety scores.”

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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[[1]](#endnote-1) flagship sedan, 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.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**About Strategic Vision**

Strategic Vision is a research-based consultancy with over thirty-five years of experience in understanding the consumers’ and constituents’ decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers. Its unique expertise is in identifying consumers’ comprehensive, motivational hierarchies, including the product attributes, personal benefits, value/emotions and images that drive perceptions and behaviors. For more information visit www.strategicvision.com.

**\* 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.**

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