**2015 Kia Forte earns nhtsa 5-star safety rating**

*Kia’s Popular Compact Sedan Receives NHTSA’s Highest Rating*

* Award-winning Forte sedan receives reinforced structural enhancements for 2015
* Long list of standard safety features make the Forte safe and secure for all occupants

**IRVINE, Calif., September 8, 2014** – Kia Motors America’s (KMA) second-generation Forte compact sedan has earned the National Highway Traffic Safety Administration’s (NHTSA) 5-Star overall safety rating[[1]](#endnote-1). With its long list of standard safety features and extensive use of high-strength steel, the Forte sedan rated 5 stars in the side-impact test and 4 stars in the frontal and rollover tests. Starting at $15,890[[2]](#endnote-2), the Forte offers sport-sedan styling with class-up amenities and appointments at a tremendous value.

“NHTSA’s recent 5-Star rating of the 2015 Forte reinforces Kia’s commitment to safety. The Forte combines striking design, outstanding quality and the exceptional value our brand is known for with the security of knowing the vehicle you own has performed well in NHTSA’s rigorous crash tests,” said Orth Hedrick, vice president of product planning, KMA. “We are extremely proud of the engineering that went into the second-generation Forte, and NHTSA’s testing has validated that effort with this 5-Star rating.”

Enhancements to the 2015 Forte sedan’s structure include strengthened A-pillars and lower side sills, which helped the popular compact sedan earn the coveted 5-Star overall safety rating.

-more-

**About the 2015 Forte**

Available in LX and EX trims, the 2015 Forte offers fun-to-drive performance, cutting edge technology, several premium amenities and a choice of an efficient 1.8-liter engine (LX) or a more powerful 2.0-liter engine (EX). With an aggressive stance and broad shoulders, the Forte’s modern aesthetic was influenced by European sport sedan styling and penned at Kia’s U.S. design studio in Irvine, California. The Forte represents the heart of KMA’s small-car line-up, slotted between the Rio subcompact sedan and the best-selling Optima midsize sedan, the Forte easily accommodates five passengers and their belongings in the spacious and striking cabin.

**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[[3]](#endnote-3) 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 subcompacts 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).

**\* 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. Rating applies only to four door model, Forte Koup and Forte5 not rated for overall vehicle score. [↑](#endnote-ref-1)
2. Starting prices are manufacturer's suggested retail price (MSRP), which excludes destination and handling fees, title, taxes, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-2)
3. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)