**2015 KIA SEDONA EARNS NHTSA 5-STAR SAFETY RATING**

*Kia’s All-New Multi-Purpose Vehicle Receives NHTSA’s Highest Rating[[1]](#endnote-1)*

* Sedona’s engaging and empowering technology complements advanced safety features and available enhanced driving-aid systems
* 2015 Sedona offers seven- and eight-passenger seating configurations for maximum flexibility

**IRVINE, Calif., April 15, 2015 –** Kia Motors America’s (KMA) all-new 2015 Sedona has earned the National Highway Traffic Safety Administration’s (NHTSA) 5-star overall safety rating. With its long list of standard safety features and robust body structure, the Sedona received a 5-star rating on the NHTSA front-impact, side-impact and pole tests.

“NHTSA’s recent 5-star rating of the 2015 Sedona is a testament to Kia’s commitment to safety. The Sedona is all-new for 2015 and combines CUV-like styling, inside and out, with exceptional quality and the tremendous value our brand is known for,” said Orth Hedrick, vice president, product planning. “As families begin planning summer vacations in their Sedonas, they can feel confident in the engineering that went into their vehicle and that NHTSA has validated the product with its highest safety rating.”

The 2015 Sedona is built on an all-new chassis with static torsional stiffness that is 36-percent greater than its closest segment competitor. Furthermore, 76 percent of the body is composed of Advanced High Strength Steel (AHSS), which provides exceptional rigidity, durability and crash protection for all occupants. Adding to its stout structure, the Sedona has been engineered to distribute impact loads evenly through the body with ultra-high-strength steel tubes installed in the A pillars.

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**About the 2015 Sedona**

Available in L, LX, EX, SX and SX Limited (SXL) trim levels ranging from $25,900 to $39,700, and a choice of seven-passenger or eight-passenger seating configurations, the 2015 Sedona has something for everyone. All Sedonas come standard with Kia’s proven 3.3-liter V6 engine, which puts out 276 horsepower and is mated to a six-speed automatic transmission routed to the front wheels. The Sedona sets itself apart in the segment as its wide stance exudes a modern, CUV-like appearance and cab-forward design. Inside the spacious cabin, Sedona combines generous use of soft-touch materials, premium amenities such as “First Class” lounge seating, and Kia’s latest UVO infotainment and telematics system. The completely transformed Sedona offers a wide array of available driver-aid technology including Surround View Monitor[[2]](#endnote-2), Smart Cruise Control2, Blind Spot Detection2 and Lane Departure Warning2.

**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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. 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, Soul Electric Vehicle[[4]](#endnote-4), 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://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).

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**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

1. Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov). [↑](#endnote-ref-1)
2. These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution. [↑](#endnote-ref-2)
3. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)
4. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-4)