**KIA K900 SETS RECORD-HIGH SCORE IN AUTOPACIFIC**

**VEHICLE SATISFACTION AWARDS**

***Four Kia Vehicles Receive Top Honors in their Segments***

* Kia’s Luxury flagship becomes only third model ever to win rare President’s Award
* Cadenza, Soul (tie) and Sportage are recognized as winners in their individual classes
* Kia ranks third (tie) overall among Popular non-premium brands

**IRVINE, Calif., July 8, 2015** – Four models from Kia Motors America (KMA) were recognized as segment winners of the 2015 AutoPacific Vehicle Satisfaction Awards (VSA), including the K900 luxury sedan, which ranked at the top of the Luxury Car category and won AutoPacific’s coveted President’s Award, given to the vehicle that achieves the highest-ever overall VSA score. This is only the third time this award has been given in the 19-year history of the VSAs. The other three Kia winners included the 2015 Cadenza, 2015 Soul (tie) and 2015 Sportage in the Large Car, Compact Car and Compact Crossover SUV categories, respectively, with the Soul scoring its second consecutive win. Kia had more category winners than any other brand and ranked third (tie) among all Popular non-premium automakers for overall brand score.

“We are honored that four of our world-class vehicles have earned AutoPacific Vehicle Satisfaction Awards, affirming Kia’s on-going commitment to design, craftsmanship and the ownership experience,” said Orth Hedrick, vice president of product planning, KMA. “While Cadenza, K900, Soul and Sportage each have their own personalities, together they represent the collective strength of the entire Kia model line. We’re especially proud of K900’s recognition as Kia continues to move upmarket and compete with long-standing luxury brands.”

AutoPacific’s VSAs identify the most satisfying vehicles for sale in the U.S. market and assist new car buyers in making informed vehicle purchase decisions. The results are based on responses to over 66,000 surveys completed by owners of new, model year 2015 vehicles. The survey measures owner satisfaction through 50 separate attributes ranging from interior comfort and convenience to fuel economy and performance.

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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. 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[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), 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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1. **\* 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.**

   2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. Soul EV in select markets with limited availability. [↑](#endnote-ref-2)