**2015 KIA SEDONA RECEIVES J.D. POWER APEAL AWARD**

* *All-new Sedona scores highest in Minivan segment amid record-setting sales year*
* *Kia’s combination of sporty CUV-like design, advanced safety features and technology scores big with customers*

**IRVINE, Calif., July 22, 2015 –** Arriving with a design intended to shake up the minivan segment, the stylish, multipurpose 2015 Sedona followed its debut with a record first-half sales performance and high praise from media and consumers alike. This trend continues as the Sedona has received the J.D. Power Automotive Performance, Execution and Layout (APEAL) award in the Minivan segment. This individual model accolade follows on the heels of Kia’s ascension in the 2015 J.D. Power Initial Quality Study (IQS), in which the brand placed second among all nameplates (or “brands”) and received the highest score among non-luxury nameplates. All new for the 2015 model year, the Sedona is setting a blistering sales pace with a 476-percent increase from mid-year reporting in 2014.

“The redesign of Sedona, which completes Kia’s design-led transformation under the direction of chief design officer Peter Schreyer, is an extraordinary success story for the Kia brand,” said Orth Hedrick, vice president of product planning, Kia Motors America (KMA). “Customers want vehicles they’re proud to drive, and Sedona’s superior combination of a strong, confident design, advanced safety features, and premium amenities, is revolutionizing the minivan segment. Earning top honors in the J.D. Power APEAL study is affirmation from our customers of the new Sedona’s appeal and desirability.”

The J.D. Power APEAL study measures new-vehicle owners’ overall satisfaction with their vehicles in the first 90 days of ownership. The results are divided into 10 categories and weighted accordingly: exterior, interior, storage, audio, seats, heating and ventilation, driving dynamics, powertrain, visibility, and fuel economy.

**About the 2015 Sedona**

Available in L, LX, EX, SX and SX Limited (SXL) trims and a choice of seven-passenger or eight-passenger seating configurations, the 2015 Sedona has something for everyone. The Sedona comes 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. Sedona offers a wide array of available driver-aid technology including Surround View Monitor[[1]](#endnote-1), Smart Cruise Control1, Blind Spot Detection1 and Lane Departure Warning1. 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[[2]](#endnote-2) infotainment and telematics system.

**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 15,000 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).

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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. These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution. [↑](#endnote-ref-1)
2. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. [↑](#endnote-ref-2)
3. 2015 K900 V8 available in select trims and in select markets with limited availability [↑](#endnote-ref-3)
4. Soul EV in select markets with limited availability. [↑](#endnote-ref-4)