**KIA CADENZA EARNS AUTOPACIFIC’S 2015 IDEAL VEHICLE AWARD**

**IN LARGE CAR CATEGORY**

**Advanced Technology, Safety Features and World-Class Styling Continue to Earn Cadenza Critical Acclaim**

* AutoPacific’s Ideal Vehicle Award recognizes product designs that most completely fulfill buyers’ needs and expectations
* Cadenza adds to its Vehicle Satisfaction Award earlier this year with an Ideal Vehicle Award for the Large Car category

**IRVINE, Calif., Aug. 20, 2015** – The premium and stylish Kia Cadenza sedan has earned AutoPacific’s 2015 Ideal Vehicle Award (IVA) in the Large Car category (tie). AutoPacific’s IVA is based on over 66,000 surveys completed by new-car owners in the first half of 2015 and recognizes products that most closely meet buyer requirements and expectations. Based on the responses from vehicle owners, the survey encompasses the vehicle’s ride and handling, driver’s seat comfort, interior storage, safety features, engine power and acceleration, and technology.

“The introduction of the Cadenza was a response to customer demand for a Kia product that was larger and even more luxurious than the SXL trims of our Sorento CUV and Optima midsize sedan, and as our first step into the premium segments, it helped continue the transformation of the Kia brand, paving the way to our luxury flagship sedan, the K900,” said Orth Hedrick, Vice President, Product Planning, Kia Motors America (KMA). “AutoPacific’s Ideal Vehicle Award is important because it represents the voice of the customer and offers confirmation that the Cadenza’s blend of world-class design, quality and features is hitting the mark with Kia owners.”

The IVA is Cadenza’s second honor from AutoPacific in 2015, following a Vehicle Satisfaction Award (VSA) earlier this summer.

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**About AutoPacific**

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts industry forecasting and extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: http://www.autopacific.com and http://vehiclevoice.com/

**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[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle2, 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.

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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. 2015 K900 V8 available in select trims and in select markets with limited availability.

   2 Soul EV in select markets with limited availability.

   [↑](#endnote-ref-1)