**KIA MOTORS AMERICA ANNOUNCES PRICING FOR THE ALL-NEW 2017 SPORTAGE**

***Starting MSRP of $22,990[[1]](#endnote-1) makes the all-new Sportage a compelling offer***

* 2017 Sportage remains a strong value in the compact CUV segment, combining more standard features with a low starting price
* Cutting-edge design, engaging driving experience, and intelligent packaging stand out in a staid segment

**IRVINE, Calif., Feb. 22, 2016** – Kia Motors America (KMA) today announced pricing for the all-new 2017 Sportage CUV. Offered in three trim levels – LX, EX, and SX Turbo, the all-new Sportage is priced aggressively with a starting MSRP of just $22,9901 for the FWD LX. The fourth-generation Sportage, Kia’s longest running nameplate, comes to market with a starting price that is lower than any competitor equipped with a powertrain comparable to Sportage’s updated 2.4-liter engine and six-speed automatic.

“In 2015, the final year of production for the outgoing Sportage model, sales were up 25 percent, which speaks to the appeal and staying power of that vehicle, and with our aggressive pricing strategy for the all-new 2017 model, we’re looking to continue that momentum,” said Michael Sprague, chief operating officer and EVP, KMA. “In a segment that’s primarily known for utility, we see the Sportage as a very compelling offer to those looking for stand-out design, intelligent packaging and engaging driving dynamics.”

The $22,9901 FWD 2017 Sportage LXcomes standard with a host of design, technology, and convenience features including LED Daytime Running Lights, 17-inch alloy wheels, rear spoiler, chrome window surround, rear privacy glass, 5-inch touchscreen with Rear Camera Display[[2]](#endnote-2), Bluetooth®[[3]](#endnote-3), 3.5-inch LCD cluster, keyless entry system, auto-on/off dual projector headlights, and Drive Mode Select (DMS), which allows the driver to choose among Normal, Eco, and Sport. Also standard is a robust 181-hp GDI four cylinder engine combined with a six-speed automatic transmission.

The available $1,100 LX Popular Package adds heated front seats and heated outside mirrors, a 10-way power driver seat with power lumbar support, upgraded tricot cloth seats with YES Essentials™[[4]](#endnote-4) fabric technology and roof rails. A $900 LX Cool and Connected Package adds dual-zone auto climate control with auto defog and an all-new UVO 7-inch touchscreen featuring Android[[5]](#endnote-5) Auto and Apple CarPlay®[[6]](#endnote-6) when powered by a compatible smartphone.

The FWD Sportage EX, starting at $25,5001, builds upon the LX Cool & Connected Package by adding leather seat trim along with Push Button Start and Smart Key, 18-inch wheels, fog lights and gloss black exterior trim. Opting for the $1,9001 EX Premium Package adds a heated steering wheel and power-folding mirrors as well as panoramic sunroof, Blind Spot Detection (BSD) with Lane Change Assist (LCA) and Rear Cross Traffic Alert (RCTA)2, auto-dimming rearview mirror w/Homelink®, mirror-integrated LED turn signals, and LED interior lighting.

A $2,700 Technology Package adds a UVO 8-inch touchscreen with navigation[[7]](#endnote-7), 320-watt Harman Kardon® premium audio system with Clari-Fi™[[8]](#endnote-8) technology, Front & Rear Parking Assist System, Smart Power Liftgate™, Lane Departure Warning System (LDWS), High Beam Assist (HBA), Front Collision Warning System (FCWS), Autonomous Emergency Braking (AEB) with Pedestrian Detection2, ventilated front seats, and an 8-way power passenger seat.

As the performance flagship, the fully-loaded $32,5001 Sportage SX Turbo refrains from option packages and comes standard with a 240-horsepower 2.0-liter turbocharged engine. Adding to the EX Technology Package, the SX Turbo also includes larger front brakes, and sport-tuned suspension, 19-inch wheels, satin exterior trim, dual exhaust pipes, front and rear metal-look skid plates, unique grille design, bi-Xenon HID headlights with Dynamic Bending Light (DBL), “ice cube” LED fog lights, LED tail lights, 4.2-inch color LCD instrument cluster, gloss black interior trim, metal pedals, D-shaped steering wheel, paddle shifters, metal scuff plates, authentic dashboard stitching, and a choice of five expressive interior colors.

A Magna Dynamax™ intelligent AWD system is available on any trim for $1,500 and features a 50/50 locking center differential and torque vectoring. Every AWD model features a front fascia with steeper approach angle for enhanced capability.

**All New, Inside and Out**

Designed under the direction of Kia’s president and chief design officer, Peter Schreyer, the 2017 Sportage’s exterior juxtaposes smooth curves with sharp creases. A lower, wider front clip – enlarged to provide greater engine cooling – adds visual volume to the lower half of the Sportage’s face, resulting in a planted and aggressive stance, though it keeps the same overall width, 73.0 inches, as its predecessor. The wheelbase has been stretched 1.2 inches (now 105.1 inches), while overall length has increased 1.6 inches to 176.4 inches.

Inside, the new Sportage’s driver-oriented cockpit features a simple and modern design with clean horizontal lines emphasizing a more spacious interior. The lateral design of the dashboard divides it into two clear zones. The upper “display” zone delivers information to occupants via the instrument panel and new color touchscreen, which is canted 7.2 degrees toward the driver. The lower half, or the “control” zone, features easily identifiable switchgear to operate the available dual-zone climate system, audio and secondary controls. Similar to the touchscreen, the center console has been angled to face the driver.

Thanks to an innovative dual-level cargo floor and a widened luggage area, cargo capacity behind the second row has grown substantially from 26.1 cu.-ft. to 30.7 cu.-ft. (SAE). By relocating the license plate from the bumper to the tailgate, the lift-over height has been lowered for easier loading and unloading. A Smart Power Liftgate™, which automatically opens when the key fob is within three feet of the vehicle, is also available.

The completely redesigned fully independent front suspension achieves a leap forward in ride quality. A four-point bushing setup delivers greater stability and a more natural response to changing road surfaces, while stiffer wheel bearings and bushings result in more precise handling. The fully-independent rear suspension now adopts a dual-member shock absorber housing, while both AWD and FWD models now benefit from a dual lower-arm multi-link setup. The SX Turbo has been uniquely tuned with firmer shock absorbers to deliver sharper handling befitting its athletic personality.

**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 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900[[9]](#endnote-9) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[10]](#endnote-10), 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).

**\* 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.**

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1. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-1)
2. These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution. [↑](#endnote-ref-2)
3. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and trade names are those of their respective owners. A compatible Bluetooth® enabled cell phone is required to use Bluetooth® wireless technology. [↑](#endnote-ref-3)
4. YES Essentials is a registered trademark of Sage Automotive Interiors. [↑](#endnote-ref-4)
5. Android™ is a trademark of Google, Inc. [↑](#endnote-ref-5)
6. Apple® is a registered trademark of Apple Inc. [↑](#endnote-ref-6)
7. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Normal cellular service rates will apply. [↑](#endnote-ref-7)
8. Harman Kardon and Clari-Fi are trademarks of Harman International Industries, Incorporated. [↑](#endnote-ref-8)
9. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-9)
10. Soul EV in select markets with limited availability. [↑](#endnote-ref-10)