**KIA MOTORS AMERICA ANNOUNCES PHILANTHROPIC PARTNERSHIP WITH HIRE HEROES USA TO HELP MILITARY VETERANS FIND CIVILIAN JOBS**

*Hire Heroes USA Designated as the Official Charity of the 2016 LPGA Kia Classic*

* Hire Heroes USA empowers transitioning military members, veterans and military spouses to succeed in the civilian workforce through a continuum of free, personalized career coaching services
* A portion of ticket proceeds from the 2016 LPGA Kia Classic will be donated to Hire Heroes USA

**IRVINE, Calif., March 9, 2016** – Kia Motors America’s (KMA) roster of philanthropic partners expanded today with the announcement of a partnership with Hire Heroes USA, a national non-profit organization dedicated to providing consistently effective and individualized career coaching services to help veterans transform their military service into civilian success. Kia will actively support Hire Heroes USA through an initial $25,000 donation and will work with the non-profit on future initiatives and opportunities with Kia.

As an extension of the partnership, Hire Heroes USA has also been designated as the official charity partner of the 2016 LPGA Kia Classic, and a portion of ticket proceeds will be donated to the non-profit. The seventh annual LPGA Kia Classic takes place at the Park Hyatt Aviara Resort in Carlsbad, California, from March 24-27. For more information, visit [www.kiaclassic.com](http://www.kiaclassic.com).

“Kia is grateful to the brave men and women who have served our country, and we are proud to partner with Hire Heroes USA in an effort to empower military veterans and their families,” said Tim Chaney, vice president, marketing communications KMA. “Naming Hire Heroes USA the official charity partner of the 2016 LPGA Kia Classic will help raise awareness for the important career services they provide to veterans and their spouses, and we hope through this partnership to count some of those heroes as part of the Kia team in the near future.”

With a team of Veteran Transition Specialists – many of whom are also military veterans – in seven locations across the country, Hire Heroes USA assists over 300 transitioning military members, veterans and spouses each week. The majority of work is completed virtually through online and telephone career coaching that helps clients understand their transferable skills, learn effective job search techniques and create professionally revised business resumes. The personalized career coaching approach used by Hire Heroes USA is nationally recognized as a best-in-class model.

“Our research indicates there is more than a $12,000 net economic impact for every veteran we help find a job,” said Nathan Smith, Hire Heroes USA chief operations officer and a combat Marine veteran. “Kia’s support of our veteran employment programs will be part of a collective effort to put more than $60 million in the pockets of veterans and back in the pockets of taxpayers. We’re grateful for the demonstrated commitment by Kia and the LPGA.”

**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[[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 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).

**About Hire Heroes USA**

Headquartered just north of Atlanta, GA, with six additional branch offices nationwide, including in San Diego and Los Angeles, Hire Heroes USA is recognized as a best-in-class veteran service organization by the Call of Duty Endowment, the George W. Bush Institute, and the USO. A 501 (c)(3) non-profit, Hire Heroes USA is dedicated to empowering military members, veterans and spouses to succeed in the civilian workforce. For more information about our mission, services, and how to get involved, visit [www.hireheroesusa.org](http://www.hireheroesusa.org), and follow us on Facebook, Twitter and LinkedIn.

**\* 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.**

**About LPGA (Ladies Professional Golf Association)**

The LPGA is the world’s leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women’s golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour – Road to the LPGA serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

1. K900 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)