**KIA SEDONA NAMED ‘MUST TEST DRIVE’ VEHICLE FOR 2016 BY AUTOTRADER**

***Kia’s Award-Winning Sporty Minivan Recognized for Premium Amenities and Handsome Exterior Design Elements***

* The highly praised 2016 Sedona earns top-pick status with Autotrader as a vehicle that consumers must add to their test drive lists in 2016
* Kia’s refined multi-purpose vehicle transcends conventional minivan design and supports elevated ownership experience

**IRVINE, Calif., March 28, 2016**– In the midst of the New York International Auto Show, the 2016 Kia Sedona has been named one of Autotrader’s Must Test Drive Vehicles for 2016. The prestigious list is a uniquely consumer-focused showcase that highlights the top vehicles shoppers should test drive before deciding what to purchase. The recognized vehicles are chosen based on a diverse set of criteria outlined by Autotrader’s editorial experts, who log thousands of miles test driving the latest cars, trucks and SUVS on the road each year.

“We are excited that the Sedona was recognized by Autotrader as a Must Test Drive offering,” said Orth Hedrick, vice president, product planning Kia Motors America. “With its abundant roster of standard safety, technology and convenience features, the Sedona is an ideal choice for families as well as buyers with active lifestyles. This award is a testament to Kia’s continued commitment to world-class quality and top-notch design.”

To be selected for the Autotrader 2016 Must Test Drive accolade, consideration is only given to vehicles that car shoppers can buy at the time of the award announcement, are of the current or next model year, have a base price under $75,000 and offer a significant value for the asking price. Award winners must score no lower than a four on Autotrader’s five-point scale in a variety of categories: exterior styling, interior quality, cargo capacity, included and available technology and ride quality.

“Even though the Kia Sedona is an ultra-functional minivan, it manages to be quite stylish as well, and to our eyes, it’s the best looking minivan available,” said Brian Moody, executive editor of AutoTrader. “The interior textures and available colors are excellent and that is backed up with a quiet comfortable ride that feels more like a luxury sedan than a family wagon. All of our editors love the reclining second-row seats found in the SXL, and other high points that led us to our ‘unexpectedly good’ conclusion include a huge sunroof over the middle and third row seats plus tons of storage bins that make traveling with a family just a little easier. Useful, stylish, affordable and packed with thoughtful features at every trim level, the Kia Sedona is simply an excellent family car no matter what else you’re considering.”

**About the 2016 Sedona**

Available in L, LX, EX, SX and SX Limited (SXL) trims and a choice of seven-passenger or eight-passenger seating configurations, the 2016 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, Smart Cruise Control, Blind Spot Detection and Lane Departure Warning[[1]](#endnote-1).  Inside the spacious cabin, Sedona combines generous use of soft-touch materials, premium amenities such as “First Class” lounge seating, and Kia’s UVO2 infotainment and telematics system.

**About Autotrader**

Autotrader is the most visited third-party car shopping site with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is a Cox Automotive brand. Cox Automotive is a subsidiary of Cox Enterprises Inc. For more information, please visit [www.autotrader.com](http://www.autotrader.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 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[[2]](#endnote-2) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[3]](#endnote-3), 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 minivan, 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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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.**

   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. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-2)
3. Soul EV in select markets with limited availability. [↑](#endnote-ref-3)