**KIA MOTORS AMERICA LAUNCHES UVO LUXURY SERVICES IN 2016 K900**

***Next Generation of Kia’s Award-Winning UVO Infotainment System Adds Embedded Telematics Solution Enables Greater Connectivity and Convenience***

* Luxury Services provide owner access to new levels of telematics services and advanced vehicle operation free of any monthly fees or contracts
* Remote vehicle command and control from UVO Luxury[[1]](#endnote-1) smartphone app or myuvo.com portal allows owners to securely monitor and access vehicle information

**IRVINE, Calif., April 4, 2016** - Kia Motors America (KMA) today announced the next iteration of the company's innovative UVO infotainment and telematics system, known as UVO Luxury Services. Exclusive to the 2016 K900, UVO Luxury Services includes premium features and functions, such as local search by Google®, remote vehicle command and control and a dealership appointment system, all powered by LTE connectivity.

“We are taking the UVO platform to yet another level of enhancement for the Kia customer by enabling drivers and passengers to use all of their personal technologies more safely and easily, while creating exceptional user experiences," said Henry Bzeih, chief technology strategist, KMA.

The UVO Luxury Services app, which can be downloaded for free from iTunes*®*[[2]](#endnote-2)or GooglePlayTM[[3]](#endnote-3) via the Kia App store, and the myuvo.com web portal enable direct communication to the vehicle for features such as remote start/stop, remote preconditioning of the cabin temperature, and remote lock/unlock via the UVO app. Integrated into the app is a full suite of My Car Zone features, which includes curfew and speed alerts and Geofence settings as well as Local Search powered by Google®. Also included is an embedded Google® Local Search that enables users to search for POIs utilizing voice recognition technology.

UVO Luxury Services is an enhanced telematics suite that offers a number of maintenance and infotainment functions, including 911 Connect, enhanced Roadside Assist, Automatic Diagnostics, Manual Diagnostics, Scheduled Diagnostics, Driving Information, Car Care Web, Vehicle Maintenance, and eServices Guide, many of which are run through the owner’s Smartphone equipped with the UVO Luxury Services app.

Available at no cost for the first five years of ownership with no subscription necessary, UVO Luxury Services utilizes an embedded connectivity solution powered by the Verizon®[[4]](#endnote-4) network and an integral smartphone app to provide K900 owners with an innovative, real-time, in-vehicle connectivity experience.

**About 2016 K900**

The 2016 K900 features an all-new 3.8-liter, 311-horsepower V6 engine standard. Also standard on the V6 is navigation, leather seating and panoramic sunroof. All K900s also receive exterior enhancements, which include an 18-inch wheel for the V6 and a new 19-inch chrome wheel for the V8, a revised front grille, and a revised rear-end design with updated chrome trim, exhaust pipes, taillight design and a new bumper. Other new features include a Smart Power Trunk that opens the trunk automatically when the key fob is sensed near the deck lid for more than three seconds, Smart Shift and Drive, and available Autonomous Emergency Braking (AEB). AEB utilizes the front camera and Advanced Smart Cruise Control (ASCC)[[5]](#endnote-5) system, which adjusts vehicle speed to help maintain a set distance to the vehicle in front, and has the ability to bring the K900 to a full stop.

**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[[6]](#endnote-6) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[7]](#endnote-7), 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).

**\* 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. No subscription fee for UVO Luxury Services. No charge for the Luxury Services app. App uses your smartphone cellular data service. Normal cellular service rates will apply.  Always drive safely and use caution. [↑](#endnote-ref-1)
2. iTunes® is a registered trademark of Apple Inc. [↑](#endnote-ref-2)
3. Google Play is a service mark of Google, Inc. [↑](#endnote-ref-3)
4. Verizon is a registered trademark of Verizon Trademark Services LLC [↑](#endnote-ref-4)
5. These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution. [↑](#endnote-ref-5)
6. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-6)
7. Soul EV in select markets with limited availability. [↑](#endnote-ref-7)