



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

James Hope  
Kia Motors America  
949.468.1875  
jhope@kiausa.com

### **ALL-NEW 2017 KIA SPORTAGE RECEIVES TOP SAFETY PICK PLUS RATING FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

#### ***2017 Sportage Earns Prestigious Safety Award Under New, More Rigorous IIHS Requirements***

**IRVINE, Calif., April 7, 2016** – Demonstrating Kia Motors' ongoing commitment to safety and continuous improvement, the all-new 2017 Kia Sportage has earned the highest designation possible – Top Safety Pick Plus (TSP+) – from the Insurance Institute for Highway Safety (IIHS) when equipped with optional front crash prevention. The rating reflects top scores in each of five crashworthiness tests as well as the integration of driver assistance technologies to aid in crash prevention.

“The Insurance Institute for Highway Safety is one of the most recognized and respected organizations in the industry when it comes to evaluating vehicle safety, and as such, the Top Safety Pick Plus designation is a significant achievement,” said Orth Hedrick, vice president, product planning, KMA. “We are especially proud to have our all-new Sportage earn that TSP+ rating in light of IIHS' new, more challenging standards, validating the efforts of our engineers and the priority we place on safety.”

IIHS testing parameters were changed for 2016, requiring each vehicle to earn “good” ratings in five crashworthiness tests – small overlap front, moderate overlap front, side impact, roof strength and head restraints – as well as an “advanced” or “superior” rating for front crash prevention in order to qualify for a TSP+.

The 2017 Sportage is available with a wide range of driving-assistance systems and safety features including Autonomous Emergency Braking (AEB)<sup>1</sup>, Lane Departure Warning System (LDWS)<sup>1</sup>, Blind Spot Detection (BSD)<sup>1</sup> with Lane Change Assist (LCA)<sup>1</sup>, Rear Cross Traffic Alert (RCTA)<sup>1</sup>, and Bi-HID headlights with Dynamic Bending Light (DBL)<sup>1</sup> technology, high-beam assist (HBA)<sup>1</sup>, and front and rear parking assist<sup>1</sup>. Furthermore, the structure of the all-new Sportage is significantly improved due to the extensive use of Advanced High Strength Steel (AHSS). With 51 percent of the Sportage's body-in-white consisting of AHSS, versus the outgoing model's 18 percent, torsional rigidity has improved 39 percent. In addition, the Sportage utilizes more than a football field's length (338 feet) of structural adhesives.

### **About Sportage**

The all-new 2017 Sportage features advanced driver assistance technologies, significant suspension and steering improvements, and available intelligent AWD, while premium materials and world-class craftsmanship create a class-up experience in an otherwise utilitarian segment. The fourth-generation Sportage is available in three trim levels. The sporty SX turbo model is powered by a 2.0-liter inline-four that makes 240 horsepower and 260 lb.-ft. of torque. The LX and EX trims use a normally aspirated 2.4-liter engine that produces 181 horsepower and 175 lb.-ft. of torque. Inside the spacious, modern and refined interior, Sportage is the first Kia to offer UVO3, featuring 14 telematics services, eight GB of music storage, and access to onscreen apps and Wi-Fi tethering capability, complete with Android Auto<sup>2</sup>, Apple<sup>3</sup> CarPlay® (late availability), all free of charge.

### **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<sup>4</sup> flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle<sup>5</sup>, 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://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

## 2017 Kia Sportage Earns Insurance Institute for Highway Safety Top Safety Pick Plus

### Page 3 of 3

---

1 These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly.

2 Android™ is a trademark of Google, Inc.

3 Apple® is a registered trademark of Apple Inc.

4 K900 available in select trims and in select markets with limited availability.

5 Soul EV in select markets with limited availability.