**KIA MOTORS AMERICA LAUNCHES APPLE[[1]](#endnote-1) CARPLAY**® **WITH UVO[[2]](#endnote-2)**

***Next iteration of Kia’s award-winning UVO elevates the driving experience and keeps drivers connected through their iPhone1***

* Kia’s advanced UVO system provides greater connectivity and convenience
* Enhanced UVO update includes iPhone interface & integration with Apple CarPlay® support

**IRVINE, CALIF., May 12, 2016** – Adding to the constant evolution in telematics and infotainment, Kia Motors America (KMA) today announced that the 2017 Sportage and 2016 Optima, when equipped with a compatible navigation system[[3]](#endnote-3) or UVO3[[4]](#endnote-4), will be offered with Apple CarPlay® compatibility when the vehicles arrive at Kia retailers during the second quarter. Additionally, customers who have previously purchased the 2017 Sportage or 2016 Optima equipped with a compatible navigation[[5]](#endnote-5) system or UVO3 will be provided with a downloadable update via myuvo.com that will be available beginning in the third quarter. Currently on sale, the 2017 Sorento is the first Kia vehicle to be offered with CarPlay®[[6]](#endnote-6) support and other models in the Kia lineup eligible for the CarPlay® update will be announced at a later date.

“The arrival of CarPlay® compatibility follows on a promise we made when Optima launched last year. These running changes and available downloads will seamlessly bring iPhone’s easy-to-use interface and functionality to our newest and best-selling models," said Henry Bzeih, Managing Director Connected & Mobility Services, KMA. “Kia is taking the UVO platform to yet another level of enhancement by extending the customer’s personal mobility technologies safely and easily into a Kia vehicle. CarPlay® will bring an additional element of convenience while maximizing the benefits of connectivity.”

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A smarter and more convenient way to use the iPhone® in the car, CarPlay® gives drivers the ability to access the device’s seamless user interface through Kia’s UVO infotainment system. By connecting the iPhone® into the USB port, users are able to make phone calls, access music, send and receive messages, get directions optimized for traffic conditions and more while staying focused on the road. CarPlay® also features hands-free support via Siri®1 voice control or the vehicle’s controls and touchscreen.

**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[[7]](#endnote-7) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[8]](#endnote-8), 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).

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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.**

   Apple®, iPhone®, Siri® are registered trademarks of Apple Inc. [↑](#endnote-ref-1)
2. Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. Always drive safely and use caution. [↑](#endnote-ref-2)
3. Vehicle equipped with AVN 4.0. [↑](#endnote-ref-3)
4. 2017 Sportage is currently the only Kia vehicle equipped with UVO3. [↑](#endnote-ref-4)
5. Vehicle with AVN 4.0 will be eligible for this update. [↑](#endnote-ref-5)
6. When equipped with UVO3 or compatible navigation system [↑](#endnote-ref-6)
7. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-7)
8. Soul EV in select markets with limited availability. [↑](#endnote-ref-8)