**KIA MOTORS RECOGNIZED AS ONE OF THE HIGHEST QUALITY BRANDS IN THE AUTO INDUSTRY BY STRATEGIC VISION**

*Sorento CUV and Sedona Minivan Named Total Quality Impact Winners in Respective Segments*

* Strategic Vision’s Total Quality Impact is the automotive industry’s most complete measure of the quality of a new vehicle
* Kia owners praise their vehicles’ stylish design, innovative features and outstanding craftsmanship

**IRVINE, Calif., June 16, 2016** – Kia Motors’ hard-earned reputation for delivering world-class quality and reliability across its model line was reinforced today when Strategic Vision named Kia the highest quality brand under $26,000 (in a tie) in the research-based consultancy’s Total Quality Impact (TQI) study. Leading the way for Kia were the Sorento and Sedona, which achieved the highest TQI scores in the mid-size CUV and minivan segments (in a tie), respectively.

“The latest Strategic Vision Total Quality Impact data is further proof of the ‘New Kia’s’ standing as a leader in design, quality, technology and value,” said Orth Hedrick, vice president of product planning, Kia Motors America. “The Sorento and Sedona are prime examples of Kia’s commitment to surpassing consumers’ expectations in everything we do, and the Total Quality Impact recognition is especially gratifying as it represents the voice of our customers.”

Strategic Vision surveyed more than 39,000 new-car owners to select the winners of this year’s Total Quality Impact awards. Owners surveyed praised the Sorento for its excellent value and premium interior design, while others gave the Sedona high marks for its innovative features, interior craftsmanship, and performance.

“Kia's focus on design and technology has nurtured the belief that customers have in the thoughtfulness and quality of their products,” said Alexander Edwards, President of Strategic Vision. “The Total Quality Award winners, and other well-performing models like the Optima, point to the success that Kia has had in this regard.”

**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).

# # #

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.**

   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)