**KIA OPTIMA AND SEDONA EARN AUTOPACIFIC’S 2016 IDEAL VEHICLE AWARDS**

*Models Recognized for Meeting Owner’s*

*Expectations in Respective Segments*

* AutoPacific’s Ideal Vehicle Award recognizes vehicles that best meet the buyers’ expectations and requirements
* Optima and Sedona took top honors in AutoPacific Vehicle Satisfaction Awards in respective categories earlier this year

**IRVINE, Calif., July 27, 2016** – Kia Motors America’s (KMA) highly acclaimed 2016 Optima midsize sedan and 2016 Sedona minivan have been named winners in AutoPacific’s 2016 Ideal Vehicle Awards (IVA) in the midsize car and minivan categories, respectively. The IVA is Optima and Sedona’s second honor from AutoPacific in 2016, following the Vehicle Satisfaction Awards (VSA) in June, and comes on the heels of prominent quality awards for Kia’s Sportage and Soul earlier this summer.

AutoPacific’s IVA is based on over 65,000 responses from owners of new model year 2015 and 2016 vehicles following the first 90 days of ownership. The survey focused on 15 key categories owners would prefer to change in their vehicle, including ride and handling, interior storage, safety features, power and acceleration, and technology. Vehicles that received the fewest requested changes were named winners of the IVA.

“We are proud that our vehicles have exceeded the expectations of our customers and that AutoPacific has recognized the Optima and Sedona for the second time this summer with the Ideal Vehicle Awards,” said Orth Hedrick, vice president of product planning, Kia Motors America. “Kia is constantly evolving and finding ways to suit the needs and wants of our customers. We are thrilled to see the incredibly high level of satisfaction our customers are experiencing with our vehicles.”

**About AutoPacific**

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary research, forecasting and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: http://www.autopacific.com and http://vehiclevoice.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. Kia offers a complete line of vehicles in the U.S., 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 minivan, through a network of more than 765 dealers across the United States.  Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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.**

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1. 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)