**KIA SPORTAGE NAMED A 2017 MUST TEST DRIVE VEHICLE BY AUTOTRADER**

***Award-Winning, Fourth-Generation Sportage CUV Recognized for Sophisticated Design, Refined Premium Interior and Intelligent Packaging***

* The 2017 Sportage stands out in the hot-selling compact CUV segment
* Cutting-edge design, engaging driving dynamics, advanced driver assistance systems, and premium materials take Sportage to the head of the class

**IRVINE, Calif., March 24, 2017**– The 2017 Kia Sportage has been named one of Autotrader’s 2017 Must Test Drive vehicles. The prestigious consumer-focused program showcases the best new vehicles shoppers need to experience prior to making a purchase. Award winners are selected by Autotrader’s editorial experts and have the potential to change the way a consumer perceives an entire segment or brand.

“Winning an Autotrader 2017 Must Test Drive Award is further testament to the transformation of the Kia brand and marks another accolade for the Sportage, our longest-running nameplate,” said Orth Hedrick, vice president, product planning Kia Motors America (KMA). “Sportage balances world-class craftsmanship and outstanding design, while delivering a host of standard features at a low starting price.”

To be honored as a Must Test Drive award winner a vehicle must be of the current or next model-year and available to purchase at the time of the awards announcement, have a base price under $75,000 and offer a significant value. Vehicles also must score no lower than a 3.5 on Autotrader’s five-point scale.

“The redesigned Kia Sportage is on our Must Test Drive list mainly because it's so good at so many things. The Sportage has a wide range of prices and options, has a unique look and comfortable interior. The 240 horsepower Sportage SX turbo is simply a blast to drive, something we were not expecting from a small SUV,” said Brian Moody, executive editor at Autotrader.

**The 2017 Sportage, an IIHS Top Safety Pick + (when equipped with optional front crash prevention) wraps a contemporary design around a structure that is both stiffer and more spacious than ever before. Advanced driver assistance technologies, significant suspension and steering improvements, and available intelligent AWD improve the Sportage’s driving dynamics while premium materials create a class-up experience. The 2.0-liter turbocharged inline-four found on the FWD SX Turbo makes 240 horsepower (237 on AWD models) and 260 lb.-ft. of torque, while LX and EX trims use a normally aspirated 2.4-liter engine that produces 181 horsepower and 175 lb.-ft. of torque.**

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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**\* 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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