**KIA MOTORS AMERICA POSTS LARGEST QUARTERLY CERTIFIED PRE-OWNED SALES TOTAL IN COMPANY HISTORY**

***Kia Outpaces Industry with 17.3 Percent Increase in   
First Quarter CPO Sales Year-Over-Year***

* Sedona minivan stands out from the crowd with triple-digit gains
* Kia off-lease vehicles expected to remain strong for the remainder of 2017

**IRVINE, CALIF., April 27, 2017** – Kia Motors America’s (KMA) Certified Pre-Owned vehicle sales reached an all-time high in the first quarter of 2017 with 19,453 units recorded. This outstanding performance also saw Kia’s Sedona minivan post a 170.2 percent sales increase over the same period last year.

Autodata’s[[1]](#endnote-1) March CPO retail sales report confirms that when it comes to pre-owned vehicles, Kia continues to outpace the industry with an overall impressive 17.3 percent increase year-over-year through the first quarter.

Kia’s sales boost is reflective of the confidence that comes with buying a vehicle that has passed a rigorous inspection and helps consumers establish a long-term relationship with the brand. “Certified Pre-Owned vehicle programs tap into the best attributes from both the new and used worlds,” said Jessica Caldwell, executive director of industry analysis for Edmunds. “For consumers who might be uneasy about buying used, CPO vehicles offer lower prices than a new car coupled with a warranty that provides peace of mind about wear and tear.”

KMA’s rigorous CPO program, administered by JM&A Group, accepts only Kia vehicles that are five years or newer with fewer than 60,000 miles on the odometer and every vehicle undergoes a meticulous 150-point Quality Assurance inspection by certified Kia technicians. CPO vehicles also come with a 10-year /100,000-mile powertrain limited warranty[[2]](#endnote-2) and 12-month /12,000 mile-Platinum Coverage[[3]](#endnote-3). Whether it’s the midsize Optima sedan, iconic Soul or the Sorento CUV that drivers dream of, customers get a great price matched with guaranteed quality, bypassing the stress, risk and uncertainty that typically comes with buying a previously owned vehicle.

**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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[JM&A Group](http://jmagroup.com/), a leader in the F&I industry for 39 years, serves more than 3,800 automotive dealerships and retail outlets nationwide. The company provides a variety of products and services such as F&I training and consulting services, vehicle protection plans, used vehicle certification programs, pre-paid maintenance plans and GAP programs. JM&A Group is a division of [JM Family Enterprises](http://www.jmfamily.com/newsroom/articles/pressreleases/2016-aaa-honoree-announcement), Inc. headquartered in Deerfield Beach, Fla. JM Family is a diversified automotive corporation ranked No. 21 on *Forbes*’ list of “America’s Largest Private Companies” and ranked on FORTUNE®’s 100 Best Companies to Work For® list for the 19th consecutive year. For more information about JM&A Group’s products and services, contact us at [1-800-553-7146](tel:1-800-553-7146) or visit us online at [www.jmagroup.com](http://www.jmagroup.com/).

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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**

1. Autodata Corporation March 2017 Certified Pre-Owned Retail Sales [↑](#endnote-ref-1)
2. The Kia CPO 10-year/100,000-mile limited warranty program begins on the original in-service date of vehicle and odometer mile “0.” The limited warranty program includes roadside assistance, powertrain coverage and the remainder of the New Vehicle Limited Warranty (Basic). See retailer for details or go to kia.com. [↑](#endnote-ref-2)
3. Platinum Coverage begins on the vehicle purchase date and odometer reading on purchase date. Platinum Coverage is limited; for exact coverages, exclusions and limitations, please review CPO contract or see retailer for details. [↑](#endnote-ref-3)