



Kia Motors Media Contact:  
Michael Choo  
Deputy General Manager  
Overseas Communication  
Tel: +82-2-3464-5663  
E-mail: [mjc@kia.co.kr](mailto:mjc@kia.co.kr)

## News

### FOR IMMEDIATE RELEASE

## 2011 Kia Optima named “Top Safety Pick” by Insurance Institute for Highway Safety

- All-new midsize sedan receives highest recognition from IIHS
- Optima receives top ratings for front, side, rollover, and rear impact protection
- Stunning midsize sedan becomes fifth new-generation Kia vehicle to be named “Top Safety Pick

**(SEOUL) December 22, 2010** – Building on the momentum of Kia’s growing lineup of new generation vehicles, the all-new 2011 Kia Optima midsize sedan has received the highest possible crash safety rating of “Good” in all four tests conducted by the Insurance Institute for Highway Safety (IIHS) in the U.S. and has been recognized as a “Top Safety Pick,” the top award handed down by the organization.

“We are honored that the all-new 2011 Optima has earned the IIHS ‘Top Safety Pick’, joining five other Kia products and underlining the brand’s dedication to the highest levels of vehicle safety and quality,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “Kia’s design-led transformation has been delivering stylish new vehicles that combine outstanding performance and innovative technologies and convenience features with a long list of standard safety equipment, and the highly anticipated Optima will further increase consumer awareness and consideration of Kia and attract new customers to the brand.”

Arriving in U.S. showrooms now and already on sale in many global markets, the 2011 Optima joins five Kia products that were previously named Top Safety Picks including the 2010 Soul urban passenger vehicle, 2010 Forte compact sedan (known as ‘Cerato’ in some countries), 2011 Sorento compact crossover utility vehicle (CUV), 2011 Sportage CUV, and Sedona minivan (known as ‘Carnival’ in some countries).

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The Sedona was the first Kia vehicle to receive the IIHS “Top Safety Pick,” along with the “Safest Minivan Ever Tested” distinction in 2006, 2007, 2008 and 2009.

Ratings from the Institute are based on results from front, side and rear impact crash tests, as well as a new-for-2010 roof strength test to measure occupant protection in the event of a rollover.

Each vehicle’s overall evaluation was based on various measurements specific to each crash angle and overall impact on crash test dummies inside the vehicle at the time of collision. All vehicles must offer Electronic Stability Control (ESC) to be eligible.

The 2011 Optima comes equipped with a high level of standard safety features, as is the rest of the Kia line-up. This includes six airbags (dual advanced front and front-seat mounted side as well as full-length side curtain), front active headrests, side-impact door beams, height-adjustable front seatbelts with pre-tensioners, three-point seatbelts for all seating positions, Lower Anchors and Tethers for Children (LATCH) and a Tire Pressure Monitoring System (TPMS). Four-wheel antilock brakes (ABS), ESC, a Traction Control System (TCS), a Brake Assist System (BAS) and Hill Assist Control (HAC) also are standard.

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Editor’s notes:

Standard safety features are for the US market and may differ depending on region.

Kia Optima related video *in broadcast-standard or streaming-quality (for Web use), print-quality stills and other press material are available at Kia Motors’ Multimedia Library ([www.kiamotors.com](http://www.kiamotors.com)), powered by Synaptic Digital’s distribution portal ([www.thenewsmarket.com/kiamotors](http://www.thenewsmarket.com/kiamotors)). Delivery options include digital FTP transfer and streaming download in a variety of file types including Flash, MPEG-2, QuickTime and Windows Media. Registration and content is free to the media.*



*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Over 1.5 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 42,000 employees worldwide and annual revenues of over US\$14.6 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*