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News Release

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2011 KIA SPORTAGE NAMED “BEST NEW CROSSOVER VEHICLE” IN ABOUT.COM’S 2011 READERS’ CHOICE AWARDS

Kia’s Compact CUV Honored by Consumers in Respected Online Resource’s Poll

- Award-winning Sportage chosen by the public as top pick in its segment
- Sportage offers a compelling and complete package with head-turning style, fun-to-drive performance and innovative features

IRVINE, Calif., March 17, 2011 – In addition to being named the “International Truck of the Year” by ICOTY jurors and a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS), the 2011 Kia Sportage compact CUV now has achieved “[Best New Crossover Vehicle](#)” in the 2011 Readers’ Choice Awards by About.com. The annual awards, designed to showcase the very best products, services and features in multiple categories across the network, are based completely on votes submitted by consumers.

“Launched as part of Kia’s ongoing design-led transformation, the 2011 Sportage continues Kia’s commitment to offering consumers unmatched levels of styling, technology, performance and overall value,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “The Sportage continues to add to its list of industry and consumer awards and accolades, and as the second Kia vehicle to offer a turbocharged engine in the U.S., we are confident consumer consideration for Sportage and the entire Kia line up will continue to grow.”

All crossover vehicles, either mid-size or compact, with an enclosed cargo compartment and unibody construction in production for the 2010 or 2011 model year were eligible for the award. Other vehicle categories included “Best New SUV,” “Best New Minivan,” “Best Family Car,” “Best Compact Car,” “Best Car for Teens,” “Best Car Under \$16,000” and “Best New or Redesigned Car of 2011.”

Kia Sportage Achieves “Best New Crossover Vehicle” Award

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About the 2011 Kia Sportage

The 2011 Sportage CUV offers image-, safety- and value-conscious consumers increased levels of performance and efficiency, comfort and convenience, the latest in-vehicle technologies incorporated into all of Kia's latest new vehicles and an abundance of standard safety features. Retaining the functionality and versatility of the previous generation model, the 2011 Sportage also offers a sleek, modern and boldly styled package with new proportions and a completely new look. A "2010 Top Safety Pick" by IIHS, the all-new CUV received top ratings from IIHS for front, side, rollover and rear impact protection. The new Sportage SX, now available at retail showrooms¹, features a powerful, efficient 2.0-liter, 256 horsepower Turbo GDI engine, unique exterior and interior features. Available in Base, LX, EX and the recently introduced SX trim, the 2011 Sportage features a starting MSRP of \$18,295².

Competitive Warranty

The 2011 Sportage is covered by Kia's warranty program, which offers consumer protection at an exceptional value. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

2011 Kia Motors America Product Line

Kia's model year 2011 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, Rio sub-compact sedan, Rio5 sub-compact hatchback and Sedona minivan.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the “Official Automotive Partner of the NBA.” In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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¹ Sportage SX arriving in Kia dealers mid-March 2011, with limited availability. See your local Kia retailer for availability details.

² Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.