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News Release

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2011 KIA SPORTAGE NAMED “2011 NORTHWEST AFFORDABLE SUV OF THE YEAR” BY NORTHWEST AUTOMOTIVE PRESS ASSOCIATION

Kia’s Compact CUV Honored During Annual SUV Competition in the Pacific Northwest

- Northwest automotive journalists give Sportage the top honor in annual competition’s value category
- Kia CUV offers consumers outstanding bang-for-the-buck with comfort, power, styling and class-leading fuel economy¹

IRVINE, Calif., April 5, 2011 – The 2011 Kia Sportage has been turning heads and collecting numerous awards since arriving in showrooms last summer. The latest recognition comes from the Northwest Automotive Press Association (NWAPA), who named Sportage the “2011 Northwest Affordable SUV of the Year” as part of the organization’s annual SUV competition known as “Mudfest.” The award is the latest in a series of accolades for Sportage, including the title of “[Best New Crossover Vehicle](#)” in the 2011 Readers’ Choice Awards by About.com, being selected as the “International Truck of the Year” by International Car of the Year (ICOTY) jurors and earning a “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS).

“The latest award for Sportage from NWAPA underscores Kia Motors’ ongoing commitment to delivering high-value, high-quality vehicles that combine outstanding fuel economy and safety with world-class design, cutting-edge technology and fun-to-drive performance,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “Demand for the 2011 Sportage has outpaced supply since arriving in dealerships, and the Sportage has played a significant role in the increased consumer awareness and consideration of the Kia brand that has resulted in record sales for the company.”

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1 MPG claim for SX automatic transmission. EPA estimate for 2011 Sportage SX 2.0L Turbo GDI engine w/AT is 22 mpg/city and 27 mpg/hwy. Class-leading claim based on comparison to 2011 compact CUVs with turbocharged engines as of February 2011 of 2010 and available 2011 EPA city/hwy mpg estimates for compact CUVs with I4, turbocharged engines and V6 engines. Actual mileage may vary.

Kia Sportage Achieves “2011 Northwest Affordable SUV of the Year” Award

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Mudfest allows NWAPA member journalists to test the performance, handling and braking, as well as the on-road and off-road demeanor, of each competing SUV. Off-road testing included hill-climbing and descent abilities, ride comfort and low-range handling. Pavement tests included stability handling and emergency braking maneuvers, with versatility and overall value evaluated through a comprehensive scoring procedure. Other categories included “Northwest SUV of the Year,” “Northwest Family SUV of the Year,” “Northwest Off-Road SUV of the Year” and “Northwest Luxury SUV of the Year.”

About the 2011 Kia Sportage

The 2011 Sportage CUV offers value-, image- and safety-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 select retail showrooms², features a powerful, efficient 2.0-liter, 260 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 \$18,295³.

Industry-Leading 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.

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² Sportage SX currently arriving at Kia dealers. See your local Kia retailer for availability details.

³ 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.

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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