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## News Release

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### **2011 KIA RIO NAMED A “BEST OVERALL VALUE” ON THE MOST FUEL-EFFICIENT VEHICLES LIST BY TRUECAR.COM**

#### ***Kia’s Sub-Compact Sedan Lauded for Remarkable Fuel Efficiency and Low Purchase Price***

- With gas prices on the rise the Rio is recognized for achieving an estimated 36 miles per gallon<sup>1</sup> on the highway
- Sub-compact sedan offers spirited performance, a generous list of standard convenience and safety features and a strong overall value proposition

**IRVINE, Calif., April 8, 2011** – For years the Kia Rio has stood out as a fuel efficiency and overall value leader, receiving accolades such as a 2010 Consumer Guide® Automotive "Recommended Vehicle" and being included on the "Most Fuel-Efficient Cars for the Buck" list by Forbes.com for the 2009 model year. This week the fuel-sipping Rio added another award to its trophy case when the sub-compact sedan was named a “Best Overall Value” on the Most Fuel-Efficient Vehicles list by TrueCar.com. An online authority on new car pricing, trends and forecasts, TrueCar.com included Rio for its invaluable combination of a low average purchase price and high fuel efficiency – significant as gas prices continue to rise.

“With the continued increase in gas prices, more and more consumers are basing their purchase decisions not only on impressive fuel efficiency, but overall value and what features you get for your money,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “The 2011 Rio is a practical and economical car that exceeds the expectations of today’s discriminating small car shoppers.”

To compile the list, TrueCar.com divided the average national purchase price of a vehicle by the average annual cost of fuel for that particular vehicle<sup>2</sup>. All vehicles included on the list have a TrueCar.com Average Price<sup>3</sup> between \$13,685 and \$17,000 and a combined mpg between 28 and 33, resulting in a fuel cost per year between \$1,654 and \$1,971. To be considered, all models must currently be on sale with a seating capacity of four or more and an automatic transmission.

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1 27/36 mpg (city/highway) with 1.6-liter four-cylinder A/T.

2 Cost of fuel for the number of gallons used per 15,000 miles driven at \$3.65 for unleaded fuel (per AAA's Fuel Gauge Report), \$3.91 for premium unleaded fuel and \$3.98 for diesel.

3 TrueCar.com Average Price is the national average transaction price and includes all applicable manufacturer incentives as of 4/3/11. Local prices may vary.

## **Kia Rio Named to “Best Overall Value” on the Most Fuel-Efficient Vehicles List**

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#### **About the 2011 Kia Rio**

Available in base, LX and SX trims, pricing starts at a competitive \$12,295<sup>4</sup> for the base model, which is equipped with 14-inch wheels and 175/70R14 tires, body-color bumpers, outside mirrors, door handles and body-side moldings matched with black-bezel headlights that give the sub-compact a sleek, attractive profile. The LX trim starts at \$14,995 and adds 185/65R14 tires with the option of upgrading to 15-inch aluminum alloy wheels paired with 195/55R15 tires. Consumers wanting even more can opt for the sporty stunner SX model, which starts at \$16,095 and comes standard with beefier 16-inch aluminum alloy wheels with 205/45R16 tires, front fog lights, a bright exhaust finisher and a body-color rear spoiler for an athletic finishing touch.

In addition to tremendous value, the 2011 Rio also offers outstanding fuel efficiency. When paired with the manual transmission, the spirited four-cylinder produces an estimated 28/34 mpg (city/highway), while the same engine, when mated to the automatic transmission, outputs an impressive estimated 27/36 mpg<sup>5</sup>. Also available on LX and SX trims is the EcoMinder™ fuel efficiency monitor, an added benefit in tracking real-time fuel economy.

#### **Industry-Leading Warranty**

The 2011 Rio 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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<sup>4</sup> Starting prices are manufacturer's suggested retail price (MSRP), which excludes \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

<sup>5</sup> 2011 EPA fuel economy estimates. Actual mileage 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

**About TrueCar, Inc.**

TrueCar, Inc. is an automotive solutions provider focused on changing how cars are sold by providing a significantly better customer experience while helping qualified dealer partners to gain incremental market share and reduce costs. TrueCar.com is a transparent, visual publisher of new car transaction data. TrueCar.com price reports help both dealers and consumers to agree on the parameters of a fair deal by providing an accurate, comprehensive and simple understanding of what others actually paid for the identically equipped new car over the last 30 days both locally and nationally. TrueCar, Inc. works with a national network of nearly 5,000 Certified Dealers that provide up-front, no-haggle, competitive pricing to assist some of the nation’s largest and most well respected membership and service organizations. These partnerships include American Express, AAA, USAA and more than 60 others. Collectively these audiences represent over 1M in-market customers each month. TrueCar, Inc. is headquartered in Santa Monica, CA and has offices in San Francisco. The company was founded in 2005 and has been profitable since 2009. With nearly 200 percent year-over-year growth TrueCar has driven over 250,000 sales and is developing a suite of transaction oriented products and services centered on transparency and radical clarity as a result of comprehensively analyzing market data and information. You can follow TrueCar on [Twitter](#) and become a fan of TrueCar on [Facebook](#).

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