**2013 KIA SOUL RANKED HIGHEST IN CLASS FOR COMPACT MPV IN J.D. POWER APEAL STUDY FOR SECOND CONSECUTIVE YEAR**

*Three Kia Vehicles Rank within the Top 3 of their Respective Segments*

* Kia Soul receives award in the Compact MPV segment for Initial Quality
* Kia Optima and Rio place 2nd in Midsize and Sub-Compact Car segments

**IRVINE, Calif., July 25, 2013** – Kia Motors America (KMA) has been one of the fastest growing automotive companies in the U.S. in recent years, and three of its vehicles – the 2013 Optima, Rio and Soul – recently ranked at or near the top of their respective segments within the J.D. Power 2013 Automotive Performance, Execution and Layout (APEAL) Study. The Soul claimed the highest ranking in the “Compact Multi-Purpose Vehicle (MPV)” category for the second year in a row, while the Optima and Rio came in second in the “Midsize” and “Sub-Compact” car segments, respectively. The APEAL Study measures new-vehicle buyers’ satisfaction based on ratings of Design, Performance, Comfort, Features and Style.

“Kia’s rankings in the J.D. Power APEAL Study are a tribute to the tremendous strength of our model line,” said Michael Sprague, executive vice president of marketing and communications, KMA. “Kia has become an industry leader for design, quality, safety and user-friendly technology, and delivering all of these world-class attributes at a great value is central to our brand promise. Being recognized in the APEAL Study strongly reinforces to consumers that Kia is offering the right model mix with the right feature set.”

This years’ study emphasizes the importance of technology in todays’ cars. With a variety of features being offered in its base, Plus and Exclaim trim levels, the Kia Soul was awarded the highest ranking in the Compact MPV segment.

The 2013 APEAL Study ranks cars based on responses from over 83,000 purchasers and lessees who are surveyed after the first 90 days of ownership between February and May of 2013. The vehicles are evaluated across 77 attributes, including overall mechanical, performance and design quality.

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**Kia: One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and the lowest cost of ownership in the industry. Kia recently joined the exclusive ranks of Interbrand’s “Top 100 Best Global Brands,” and is poised to continue its momentum with seven all-new or significantly redesigned vehicles scheduled to arrive in showrooms in 2013. Over the past decade Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 11,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, 5-door and Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**About Kia Motors America**

Kia Motors America 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 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](file:///C:\Users\kma99868\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\AX39I3XQ\www.kia.com). For media information, including photography, visit [www.kiamedia.com](file:///C:\Users\kma99868\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\AX39I3XQ\www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

**About J.D. Power**

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.