**REDESIGNED 2014 KIA SORENTO EARNS 5-STAR SAFETY RATING FROM U.S. GOVERNMENT**

*Popular Crossover Scores Highest Possible Ratings in Frontal and Side Impact Crash Tests*

* 5-Star rating enhances Sorento’s overall value proposition
* Long list of standard safety features allow Sorento to achieve high scores across all categories

**IRVINE, Calif., September 23, 2013** – Kia Motors America’s (KMA) top-selling CUV, the redesigned 2014 Sorento, has earned the highest possible overall safety rating – five stars – from the National Highway Traffic Safety Administration (NHTSA). The new Sorento was recognized for its outstanding performance in frontal and side impact crash tests, as well as high marks in rollover testing.

“Built on an all-new platform, the redesigned Sorento utilizes Kia’s advanced safety equipment and technologies to provide a high level of occupant protection for drivers and their families as measured by the U.S. government,” said Orth Hedrick, executive director, product planning, KMA. “Already a compelling entry in the compact CUV category, earning a 5-Star rating from NHTSA makes the Sorento an even stronger contender within its segment while underscoring Kia’s overall commitment to delivering safety and exceptional value to our customers.”

In addition to NHTSA’s 5-Star rating, the 2014 Sorento has also been named a Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). It is built at Kia’s manufacturing facility in West Point, Georgia and is available in four trim levels.

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**About the 2014 Sorento**

The 2014 Sorento is no mere mid-cycle refresh. It rides on an all-new platform and suspension system, and offers a new V6 engine and more passenger room as well as a new top-of-the-line trim level known as the SX Limited. From a styling perspective, redesigned front and rear fascias incorporate new lighting elements, the 17-inch and 18-inch alloy wheels have been redesigned and a larger 19-inch alloy wheel is offered on the SX as well as the all-new SX Limited. Inside, the center rack, gear shift, instrument clusters, and soft-touch surfaces all feature a redesigned look. Other available features now include second row sliding sunshades and heated front seats, panoramic sunroof, a programmable powered lift gate, heated second row seat bottoms, and more. The 2014 Sorento was the first Kia vehicle to offer the next generation voice-activated telematics system, UVO eServices.

**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 14,000 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.

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**\* 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 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. For media information, including photography, visit [www.kiamedia.com](http://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>.

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