**BOSTON CONSULTING GROUP NAMES KIA MOTORS AMERICA TO LIST OF MOST RECOMMENDED BRANDS**

***Kia Motors Tops the Automotive Segment and Outpaces the Industry Average***

* Kia heads the list with 63 percent of respondents serving as brand advocates
* Positive recommendations are predictor of top-line growth for the brand

**IRVINE, Calif., Dec. 5, 2013** – Kia Motors America (KMA) was named one of 2013's Most Recommended Brands by The Boston Consulting Group (BCG), validating the automaker’s ability to attract positive word-of-mouth recommendation. BCG unveiled its list of most recommended brands in five diverse product categories across five countries in its December report*.*

“At Kia, we understand the value of brand advocacy, enabling customer retention and acquisition through a combination of great product, positive ownership experience and brand reputation,” said Michael Sprague, executive vice president, marketing & communications, KMA. “Just like measured media or experiential marketing, word-of-mouth recommendation is a powerful marketing communications channel, and it is one of the best ways for our world-class products to reach new consumers as awareness for the Kia brand continues to grow.”

BCG surveyed 32,000 people to compile its list of 55 brands spread across five industries and five countries. Each organization achieved its position by placing among the top three brands in its respective product category and country, as measured by BCG's new strategic metric, which measures word-of-mouth recommendations known as the Brand Advocacy Index (BAI). This index demonstrates a strong correlation with top-line growth and helps identify concrete actions to improve advocacy.

“Consumers are positively endorsing the most recommended brands to their friends, family, and coworkers – often spontaneously and even when they are not even customers of the brand,” said Pedro Esquivias, a BCG partner and coauthor of the report. “As a result, these brands see strong financial gains that demonstrate the power of advocacy to drive top-line growth.”

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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 one of the lowest costs of ownership in the industry. Kia recently moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, and the company is poised to continue its momentum after delivering seven all-new or significantly redesigned vehicles to 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, Forte5, and Forte 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. 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>.

**\* 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.**

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**About The Boston Consulting Group**

The Boston Consulting Group (BCG) is a global management consulting firm and the world’s leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 78 offices in 43 countries. For more information, please visit bcg.com.

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