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**NEWS
FOR IMMEDIATE RELEASE**

**Kia Sorento scores win at AJAC Canadian Car of the Year Awards**

* **The all-new 2016 Kia Sorento earns title as AJAC’s “Best New SUV / CUV ($35,000 - $60,000)”**

**(SEOUL) November 25, 2015** – Kia Motors was presented today with an Automobile Journalists Association of Canada (AJAC) Car of the Year category award. The all-new 2016 Kia Sorento was announced as the winner of AJAC’s “Best New SUV / CUV ($35,000 - $60,000)” category during the organization’s annual award press conference.

The Sorento faced tough competition throughout AJAC’s week-long comprehensive testing period, known as TestFest, which occurred in October at the Canadian Tire Motorsport Park in Bowmanville Ontario.

“Kia Canada is thrilled with the category win of the all-new 2016 Kia Sorento, stemming from AJAC’s comprehensive testing program,” said Ted Lancaster, Vice President and Chief Operating Officer, Kia Canada Inc. “Facing fierce competition within its category, the Sorento’s victory is a true testament of the vehicle’s strong value offering to Canadians, modern design elements and high quality attributes.”

This prestigious award automatically qualifies the all-new 2016 Kia Sorento for consideration as the 2016 AJAC “Canadian Utility Vehicle of the Year” title, which will be awarded on February 11th 2016, at the Canadian International Auto Show in Toronto.

**About Kia Motors Corporation**

*Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

*For more information about Kia Motors and our products, please visit our Global Media Center at* [www.kianewscenter.com](http://www.kianewscenter.com)**.**

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