**2014 KIA SEDONA EARNS NHTSA 5-STAR SAFETY RATING**

*Kia’s Popular People-Mover Proves its Mettle in Government Crash Tests*

* Sedona receives five stars for frontal and side impact protection
* Overall 5-Star rating helps bring peace of mind to 2014 Sedona owners
* Long list of standard safety features makes 2014 Sedona better than ever

**IRVINE, Calif., December 16, 2013** – Already a popular choice among minivan buyers, the 2014 Kia Sedona has earned the National Highway Traffic Safety Administration’s (NHTSA) coveted 5-Star overall safety rating. Netting five stars in the frontal and side impact tests and four stars in the roll-over test, the 2014 Sedona combines a rigid and durable passenger compartment with a long list of standard safety features to offer peace of mind to those looking for their next family vehicle.

“The Sedona earning NHTSA’s 5-Star safety rating is an honor and an accomplishment,” said Michael Sprague, executive vice president, marketing & communications, KMA. “Kia’s rise over the last five years has been fueled by offering the right combination of design, quality, value and safety to our customers, and the five-star accolade for the Sedona is the kind of reassurance minivan buyers are looking for when shopping for a new vehicle.”

Sedona offers consumers invaluable protection provided by an extensive list of standard safety features on the 2014 model, including six standard airbags (dual advanced front and front seat-mounted side air bags, full-length side curtain air bags for all three seating rows); active front headrests; and a four-channel, four-sensor Antilock Brake System (ABS) with Electronic Brake Force Distribution (EBD), which takes into account vehicle load and weight distribution and applies the appropriate stopping force. The EBD system adapts to individual wheel grip conditions to help improve both control and stability. Additional standard safety equipment for Sedona includes a Tire Pressure Monitoring System (TPMS), Electronic Stability Control (ESC) and a Traction Control System (TCS).

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In conjunction with the ABS, the TCS uses brake and engine torque intervention to enhance traction during launch and acceleration on slippery road surfaces. If the ABS system detects wheel slip, it signals the engine control unit to adjust torque output accordingly. TCS also senses when one or more wheels spin faster than the vehicle's speed, and if necessary, applies the brakes accordingly. Working together, the two systems limit wheel spin and help the driver maintain control.

Working with the standard ABS with EBD and TCS, the ESC system can apply individual brakes selectively to help control oversteer and understeer as needed to help the driver maintain control on slippery surfaces or during certain emergency maneuvers.

Available in two trims, LX and EX, the 2014 Sedona incorporates an updated front bumper and grille, showcasing a sleeker appearance. Other enhancements include 17-inch multi-spoke wheels (standard on EX, optional on LX), LED positioning lights and standard fog lamps across both trims. All interiors now feature a unique storage console for iPads®[[1]](#endnote-1) and smart tablets, while the EX cabin offers standard leather trimmed seats, front seat heaters and automatic climate control. The 2014 Sedona remains packed with power with its standard 3.5-liter V6 engine producing 269 horsepower and mated to a six-speed automatic transmission with Sportmatic® clutchless shifting. The highly functional Sedona LX minivan begins at $25,900[[2]](#endnote-2) MSRP and offers a number of standard convenience features, including air conditioning, SiriusXM Satellite Radio[[3]](#endnote-3), *Bluetooth®*[[4]](#endnote-4) wireless technology with voice recognition, MP3 connectivity and steering wheel-mounted audio controls. The up-level Sedona EX begins at $30,9002 MSRP plus destination charge.

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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 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, 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 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>.

**\* 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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1. iPad® is a registered trademark of Apple Inc. [↑](#endnote-ref-1)
2. Starting MSRP $25,900 for LX model. StartingMSRP $30,900 for EX model. Starting prices are manufacturer's suggested retail price (MSRP), which excludes destination and handling fees, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary. [↑](#endnote-ref-2)
3. SiriusXM services require a subscription, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com© 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. [↑](#endnote-ref-3)
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