**2014 KIA FORTE KOUP NAMED “BEST VALUE IN AMERICA” AWARD WINNER BY VINCENTRIC**

***Kia’s Sporty Two-Door Honored in the Compact Coupe Category***

* Forte Koup recognized for its high value and low cost of ownership versus competitors
* Vincentric award emphasizes Kia’s commitment to advancing value to new levels of sophistication

**IRVINE, Calif., March 26, 2014** – The 2014 Kia Forte Koup has been honored as a 2014 Vincentric “Best Value in America” award winnerin the Compact Coupe segment. Vincentric is a leading source of cost-of-ownership data and analysis within the automotive industry.

“The all-new 2014 Forte Koup being named ‘Best Value in America’ in the Compact Coupe category by Vincentric emphasizes Kia’s commitment to advancing value to new levels of sophistication,” said Michael Sprague, executive vice president of sales and marketing, Kia Motors America. “Aside from offering a sporty driving experience, world-class design and cutting-edge technology, our award-winning two-door has also proven itself to be an affordable and sensible choice within its competitive set.”

Vincentric measures cost-of-ownership using eight different cost factors: depreciation, fees & taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs. Utilizing this methodology, Vincentric identifies which vehicles have lower-than-expected ownership costs relative to other comparable offerings. The statistical process evaluates each vehicle across all 50 states and Washington, D.C.

“Kia is known for producing feature rich vehicles at very competitive prices and the Kia Forte Koup delivers on that promise,” said David Wurster, president of Vincentric. “It won the Vincentric ‘Best Value in America’ award in the Compact Coupe segment as a result of very competitive pricing, low depreciation, low insurance costs and due to its excellent warranty and low repair costs.”

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**About Vincentric**

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive ownership costs. Vincentric data is used by organizations such as Yahoo! Autos, AOL, Cars.com, Chevrolet, Toyota, BMW, Mercedes-Benz, Kiplinger.com, Business Fleet Magazine, NADA Guides, and Fleet-Central.com as a means of providing automotive insight to their clientele. Vincentric, LLC is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the flagship K900[[1]](#endnote-1) rear-drive sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

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. 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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1. **\* 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.**

   K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#endnote-ref-1)