**2015 SORENTO NAMED BEST FAMILY VEHICLE BY THE**

**NORTHWEST AUTOMOTIVE PRESS ASSOCIATION**

*Sorento SX Tops Its Segment at Annual “Mudfest” Challenge Event*

* Automotive journalists from the Pacific Northwest rank the Sorento ahead of six competitors in the Best Family Vehicle category
* Strong performances on both the autocross course and public roads help Kia’s popular CUV capture title

**IRVINE, Calif., May 9, 2014** – Kia Motors’ highly acclaimed 2015 Kia Sorento was named Best Family Vehicle by the Northwest Automotive Press Association (NWAPA) during the annual “Mudfest” competition in Snoqualmie, Washington. More than 20 NWAPA automotive journalists evaluated vehicles on an autocross course as well as paved and moderate off-road routes during the two-day event and selected winners in five categories.

“The U.S.-built\* Sorento is one of Kia’s most popular vehicles and sports dynamic and sophisticated design elements, inside and out,” said Michael Sprague, executive vice president of sales and marketing, Kia Motors America. “Winning the Best Family Vehicle by NWAPA is further validation of the Sorento’s appealing blend of all-around style and capability with an abundance of safety features.”

**About the 2015 Sorento**

The 2015 Sorento offers equal measures of value and sophistication, with its powerful Gasoline Direct Injected (GDI) V6 engine, a high-style interior, next-generation infotainment system and Kia’s Blind Spot Detection system[[1]](#endnote-1).  Available in four trims – LX, EX, SX and SX Limited – the 2015 Sorento is offered with an all-aluminum 3.3-liter GDI V6 and a fuel-sipping 2.4-liter GDI four-cylinder engine – enhanced for 2015 to provide greater fuel efficiency. Options in the 2015 Sorento include a programmable power liftgate, panoramic sunroof with a one-piece, power-operated shade, integrated 2nd row sliding sunshades, available dual ventilated air-cooled front seats, a 115-volt power inverter, and illuminated door handle pockets.

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**\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

The 2015 Sorento features an optional eight-inch touchscreen that integrates navigation, SiriusXM® Traffic[[2]](#endnote-2) with real-time road information updates, a premium Infinity®[[3]](#endnote-3) audio system, SiriusXM® Satellite Radios, Bluetooth®hands-free connectivity[[4]](#endnote-4), vehicle settings and UVO eServices[[5]](#endnote-5), Kia’s next generation of infotainment and telematics.  For 2015, navigation can be uncoupled from UVO and the Infinity® sound system, delivering an added option for superior voice-recognition technology and premium sound quality.

**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 rear-drive K900 flagship sedan[[6]](#endnote-6), 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 midsize multi-purpose vehicle, 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 KMA and its full vehicle line-up is available at [www.kia.com](http://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 [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**About NWAPA**

NWAPA ([www.nwapa.org](http://www.nwapa.org)) is a professional organization of automotive journalists and media members from throughout the Pacific Northwest and Canada. Founded in 1991, NWAPA includes 45 voting members representing more than 100 newspapers, magazines, radio stations, media groups and the Internet. Non-voting members include representatives from automotive manufacturers and related industry professionals.

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1. **\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

   No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. [↑](#endnote-ref-1)
2. SiriusXM services require a subscription, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement available at at [www.siriusxm.com](http://www.siriusxm.com). Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. [↑](#endnote-ref-2)
3. Infinity® is a trademark of Harman International Industries, Inc. [↑](#endnote-ref-3)
4. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and trade names are those of their respective owners. A compatible Bluetooth® enabled cell phone is required to use Bluetooth® wireless technology. [↑](#endnote-ref-4)
5. No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. [↑](#endnote-ref-5)
6. 2015 K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-6)