**2014 Kia soul receives j.d. Power apeal award for third consecutive year**

*Second-generation Soul Scores Highest in Compact Multi-Purpose Segment and Posts Record-Setting Sales*

* 2014 Kia Optima finishes second in Midsize Car segment
* Kia’s combination of style, technology and value continues to win with customers

**IRVINE, Calif., July 29, 2014** – Coming off its best-ever first-half sales performance in company history, the fun and funky 2014 Soul has received the J.D. Power Automotive Performance, Execution and Layout (APEAL) award for the third straight year in the Compact Multi-Purpose Vehicle segment. All new for the 2014 model year, the Soul sold an individual nameplate record 74,999 units in the first half of 2014.

“Since launching in 2009, the Soul has earned a devoted following thanks to its unique blend of attitude, style, technology and value,” said Michael Sprague, executive vice president of sales and marketing, Kia Motors America (KMA). “Now in its second iteration, the iconic Soul remains true to its roots while adding refinement both inside and out. Taking top honors in its segment for the third year in a row in the J.D. Power APEAL study is further verification that the Soul just keeps getting better.”

The J.D. Power APEAL study measures new-vehicle owners’ overall satisfaction with their vehicles in the first 90 days of ownership. The results are divided into 10 categories and weighted accordingly: exterior, interior, storage, audio, seats, heating and ventilation, driving dynamics, powertrain, visibility, and fuel economy.

**About the 2014 Soul**

Instantly recognizable yet thoroughly fresh, the 2014 Soul rides on a new chassis that is stiffer, longer and wider than its predecessor.  The Soul’s new dimensions allow for more passenger and cargo room while NVH levels have been reduced dramatically. Increased torque and significant suspension upgrades make the 2014 Soul a nimble and agile companion in congested urban environments, and inside there is a long list of standard comfort and convenience features including Bluetooth® wireless technology[[1]](#endnote-1) and steering wheel-mounted controls[[2]](#endnote-2).

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**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[[3]](#endnote-3) flagship 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 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. For media information, including photography, visit 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).

**\* 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. 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-1)
2. Driving while distracted is dangerous and should be avoided. Drivers should remain attentive to driving and always exercise caution when using the steering-wheel-mounted controls while driving. [↑](#endnote-ref-2)
3. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)