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## News Release

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### **KIA OUT TO PROVE THE ALL-NEW 2015 SEDONA IS NOT WHAT YOU'D EXPECT IN NEW MARKETING CAMPAIGN THAT BEGINS AIRING TODAY**

**First in a Series of 30- and 15-Second Ads for Completely Redesigned Multi-Purpose Vehicle Debuts Today on Cable and Can Be Viewed at [Kia.com/Sedona](http://Kia.com/Sedona)**

- Unmatched style and focus on the driver inspire the tagline: "It's not a sports car. It's a Sedona"
- 2015 Sedona completes the restyling of Kia's U.S. lineup under the direction of legendary chief design officer Peter Schreyer

**IRVINE, Calif., Oct. 1, 2014** – A stunt driver tears around a banked track in a sophisticated and athletic automobile. Lights blur. Wheels spin. A speedway fence shakes. And three passengers in racing suits and helmets are oblivious to the goings-on as they stretch out and get comfortable in the innovative first-class lounge seating and serenely quiet environment of the all-new 2015 Kia Sedona. Unlike anything in its segment, today Kia Motors America (KMA) introduces the completely redesigned Sedona in a multiplatform marketing effort set in a world where the MPV – with its European-inspired design, rigid chassis, unique center console and long list of advanced technologies – is treated like a sports car.

In "Race Track," the first in a series of ads that playfully challenge the stereotypes and conventions of high-end, high-performance vehicles and the people who drive them, the new Sedona is portrayed as "not what you'd expect" and "not a compromise" before the campaign tagline – "It's not a sports car. It's a Sedona" – appears.

"The element of desire was a major theme in the design and engineering of the all-new Sedona, and our campaign was conceived to signal that something different is going on at Kia," said Tim Chaney, vice president of marketing communications, KMA. "Sedona brings new levels of style and sophistication to a bland and predictable segment for the growing number of people who do not want to be confined by the conventional design limitations of the category."

Created by David&Goliath, Kia's advertising agency of record, subsequent spots filled with relatable real-world moments will go on-air into early 2015.

### **About the All-New 2015 Sedona**

Going beyond functionality, the Sedona's wide stance exudes a modern appearance highlighted by a front fascia and cab-forward design that project confidence and strength. Under the hood, a new 3.3-liter V6 engine replaces the 3.5-liter V6 found in the previous generation Sedona. The 3.3-liter engine delivers more power than its predecessor, boasting 276 horsepower at 6,000 rpm. The 2015 Sedona has something for everyone with the addition of three new trim levels: L, SX and the premium Limited, which join the LX and EX trims previously offered. Customers will have the option of seven- and eight- passenger seating, offering flexibility to meet various needs. Building on the next-generation UVO Infotainment & Telematics system, the all-new Sedona will be the first Kia vehicle to offer four new eServices features: Geo-fencing, Speed Alert, Curfew Alert and Driving Score<sup>1</sup>. The 2015 Sedona is targeted to earn the National Highway Traffic Safety Administration's (NHTSA) 5-Star overall vehicle safety rating. With a base MSRP<sup>2</sup> of just \$25,900 for the L, \$28,100 for the LX, \$32,100 for the EX \$36,100 for the SX and \$39,700 for the SX Limited, the completely transformed 2015 Sedona pushes the limits beyond any other vehicle in the segment in terms of design, amenities and value.

### **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<sup>3</sup> 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 subcompacts 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).

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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.

<sup>1</sup> The Driving Score is for informational purposes only and is based on factors such as the smoothness, consistency, and length of time that the driver applies the accelerator and brake pedals during a trip segment.

<sup>2</sup> MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary.

<sup>3</sup> 2015 K900 V8 available in select trims and in select markets with limited availability.