**2015 KIA K900 NAMED ‘INTERNATIONAL CAR OF THE YEAR’**

K900 Recognized for Distinctive Design, Advanced Technology and Unmatched Luxury

• 2015 K900 luxury sedan earns top honors from *Road & Travel Magazine* International Car of the Year (ICOTY) jury

• Kia claims unprecedented third consecutive ICOTY victory with new flagship sedan

**LOS ANGELES, Nov. 20, 2014** – In conjunction with the 2014 Los Angeles Auto Show, *Road & Travel Magazine* (RTM) has named the 2015 Kia K900 as its International Car of the Year. The K900’s stunning design combined with luxurious amenities, impressive performance and great value propelled the Kia brand to an unprecedented third consecutive win of the prestigious ICOTY award. The ICOTY jurors honored Kia’s Cadenza premium sedan last year and the best-selling Optima midsize sedan in 2012.

“Since arriving in the U.S. market 20 years ago, Kia has repeatedly defied conventional industry thinking, and the K900 is our boldest move yet, making a significant leap forward for the brand and bringing new and affluent customers into our retail showrooms,” said Michael Sprague, executive vice president of marketing & communications, KMA. “To win the prestigious ICOTY award three years running is a clear indication that our products consistently offer a world-class balance of design, amenities, luxury and value for today’s discerning car buyers.”

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This year marks a new format for RTM’s annual “Of the Year” award. Previously, one award for car of the year and one for truck of the year were announced. Beginning in 2014, RTM is honoring a single annual winner, adding greater significance to the K900’s victory amidst some very tough competition from Hyundai, BMW and Mazda. In addition to product attributes such as style, comfort and performance, the award also considers how well the brand connects emotionally with the consumer through its marketing efforts. The winner is chosen by the ICOTY jury, which consists of nationally renowned automotive journalists from respected publications such as Consumer Guide® Automotive, MSN Autos, New Car News Syndicate and RTM.

“Three years in a row for the same brand is a first for RTM, and it says a lot about Kia's growth and its continuous introductions of exceptional new vehicles,” said Courtney Caldwell, editor-in-chief of Road & Travel Magazine. “Not only is the car a beautiful piece of art inside and out, but Kia’s advertising agencies did a remarkable job of getting it into the hearts and minds of luxury sedan shoppers before it even hit the road. Overall, the car is stunning and affordable, making upscale style and performance attainable to mid-America. We applaud Kia's rapid rise from underdog to unbelievable!”

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**About the K900**

The 2015 K900 challenges the rear-drive luxury sedan segment with an extensive list of standard equipment, world-class accommodations, premium driving dynamics and stunning design that redefines consumer perception and expectations of the Kia brand. Offered with a 420-hp V8 engine, the K900’s list of standard equipment and upscale amenities features first-class accommodations and advanced technology. The range-topping V8 equipped with the VIP Package adds additional luxury amenities including reclining outboard rear seats. The K900 V8 Luxury and V8 VIP are on sale now1.

**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[[1]](#endnote-2), Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric 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. 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.**

1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-2)