**2016 Rio SEDAN debuts at chicago auto show**

*The new year brings refreshing enhancements to Kia’s entry-level sedan and hatch*

*at the 2015 Chicago Auto Show*

* New front and rear valances add visual width and sporty attitude; two new exterior colors added
* Interior enhancements include upgraded UVO eServices[[1]](#endnote-1) technology and a more premium look and feel

**CHICAGO, Feb. 12, 2015** – Chicago’s gleaming skyline and indie rock music were the backdrops today as Kia Motors America (KMA) pulled the wraps off the 2016 Rio Sedan at the Chicago Auto Show. Making its global debut alongside the previously introduced Rio 5-Door (Paris, 2014), these two modern and dynamic subcompacts are the entry points into KMA’s ever-expanding lineup of award-winning cars and CUVs. Refreshed inside and out for the 2016 model year, the pair offer sporty European design cues and generous interior accommodations while providing fuel efficiency. Both Sedan and 5-Door are expected to go on sale in the first quarter.

“The Rio signifies everything the Kia brand has evolved into since coming to the U.S. market more than 20 years ago,” said Orth Hedrick, vice president of product planning. “And like the brand, the Rio has grown up as it enters the 2016 model year. Its sophisticated design has been refreshed and both models continue to offer a long list of standard features, making the Sedan and 5-Door standouts in an otherwise pedestrian subcompact segment.”

Most visible of the Rio’s updates are the new-for-2016 front and rear fascias. Designed to add visual width and stronger presence, the revised grille insert incorporates the now-familiar geometric pattern found on other Kia vehicles such as Optima and Soul. New fog light surrounds include strong horizontal satin-finish bezels that house projector lenses. The lights have been repositioned inward for a more aggressive appearance. Likewise, the lower front valance integrates strong horizontal planes that echo a similar treatment at the rear. The rear reflectors have been redesigned and repositioned to the far corners of the car, and the Rio’s color palette has been enhanced with two new colors: Urban Blue and Digital Yellow.

Inside, the enhancements continue with the increased use of high-density foam in the A- and B-pillars for reduced NVH, new technology features, premium touch points and available two-tone Designer Package (EX only). Subtle changes include satin-finish bezels around the air vents, and a new piano black center console surround wraps the audio system and ancillary controls. The EX Designer Package includes unique black cloth with gray leatherette trim with gray stitching. Gray padded door panel inserts, unique gray stitching on steering wheel, center console armrest and shifter boot all contribute to a sporty, premium-feeling interior.

Both models continue to be offered in three trim levels: LX, EX and the top-line SX. Standard equipment on LX includes rear disc brakes, air conditioning, electric power steering, six-way manual adjustable driver’s seat, SiriusXM®[[2]](#endnote-2) satellite radio, USB and auxiliary audio jacks, steering wheel mounted audio controls[[3]](#endnote-3), Electronic Stability Control (ESC)[[4]](#endnote-4), Vehicle Stability Management (VSM)4 and Hill-start Assist Control (HAC)4. The popular LX Power Package continues to be available with power windows and door locks along with keyless entry. The stand-alone option of a six-speed automatic transmission (standard on Rio 5-Door), also includes Active eco system and *Bluetooth*®[[5]](#endnote-5) wireless technology.

Stepping up to the EX adds appealing standard features such as power windows with driver’s one-touch auto-up/down control, cruise control with steering-wheel mounted controls, remote keyless entry with trunk release and a tilt/telescope steering column. Two new option packages are available on EX: Appearance and Designer, while the continuing Eco Package now includes Kia’s updated UVO eServices Telematics system with integrated backup camera display[[6]](#endnote-6).

The range-topping SX adds a dash of sportiness to Kia’s entry-level Sedan and 5-Door models. Standard amenities build upon the EX and include a sport tuned suspension highlighted by 17-inch alloy wheels and 11-inch ventilated front disc brakes, steering column-mounted paddle shifters and a leather-wrapped steering wheel. Rear backup camera display, Supervision meter cluster, an upgraded navigation[[7]](#endnote-7) system with new interface and improved graphics with Sirius® XM Traffic, pushbutton start, leather seating surfaces with front seat heaters and a power sunroof are all standard.

The 2016 Rio continues to be powered by an efficient 1.6-liter normally aspirated inline-four cylinder engine routing 138 horsepower at 6,300 rpm and 123 lb.-ft. of torque at 4,850 rpm to the front wheels. A six-speed manual transmission is standard on the sedan while a six-speed automatic is standard on the 5-Door. The six-speed manual is no longer offered in the Rio 5-Door.

**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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[8]](#endnote-8) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[9]](#endnote-9), 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)

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.**

   Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. Any device that takes the driver’s focus away from the safe operation of a vehicle should never be used during operation of the vehicle. No charge for UVO eServices app. Normal cellular service rates will apply. [↑](#endnote-ref-1)
2. Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease.  Subscriptions governed by SiriusXM Customer Agreement at [siriusxm.com](http://www.kiamedia.com/us/en/media/pressreleases/8471/siriusxm.com)© 2041 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. [↑](#endnote-ref-2)
3. 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-3)
4. No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. [↑](#endnote-ref-4)
5. 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-5)
6. The Rear-Camera Display is not a substitute for proper and safe backing-up procedures. The Rear-Camera Display may not display every object behind the vehicle. Always drive safely and use caution when backing up. [↑](#endnote-ref-6)
7. Navigation is for information purposes only. Kia does not warrant the accuracy of the information. Operate the system only when it is safe to do so. [↑](#endnote-ref-7)
8. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-8)
9. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-9)