**Kia Soul EV WINS 2015 *MotorWeek* Drivers’ Choice Award**

***Kia’s First All-Electric Vehicle Wins Best Eco-Friendly Honor***

* Soul EV praised for funky style, power, range and roomy interior
* *MotorWeek’s* annual list of winners serves as a buying guide for the show’s nationwide audience

**CHICAGO, Feb. 12, 2015** – Kia’s hip urban crossover and first all-electric zero emissions vehicle, the Soul EV, has been named the Best Eco-Friendly Vehicle in *MotorWeek’s* 34th annual Drivers’ Choice Awards. *MotorWeek*, which airs on 92 percent of PBS stations nationwide, analyzes trends, new products and new technology to produce a list of winners that can be used as a car-buying guide by the show’s viewers. Admired for its practicality and fun design, editors at *MotorWeek* appreciated the roomy interior and cargo space of the Soul EV, which offers more rear seat leg room than other key EV competitors.

“As the centerpiece of Kia’s Clean Mobility program, the Soul EV has the best range in its segment, EPA estimated at 93 miles[[1]](#endnote-1), and it’s been recognized by Underwriters Laboratories for its use of bio-based materials,” said Orth Hedrick, vice president of product planning, Kia Motors America (KMA). “*MotorWeek’s* Best Eco-Friendly Vehicle award is a great honor from a respected source and a powerful endorsement of the Soul EV’s unique blend of range, utility, style and value.”

“The Kia Soul EV is the perfect EV. It is totally practical with plenty of room for adults and everyday cargo,” noted John Davis, host and executive producer, *MotorWeek*. “It has more power and range compared to other affordable all-electric vehicles. Plus, its funky style makes driving the Kia Soul EV really cool.”

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The Soul EV retains the iconic design of its gasoline-powered sibling and is offered in four color choices from which design-conscious customers can choose. The Soul EV has a premium interior and standard amenities including: Navigation with eight-inch touchscreen, a 6.6kW on-board charger, CHAdeMO DC fast charge port, Rear Camera Display[[2]](#endnote-2), power windows and driver’s seat, cruise control and an HVAC system that extends the EV’s range by minimizing energy draw.

**About *MotorWeek***  
 *MotorWeek* is television’s longest running and most respected automotive series. *MotorWeek* debuted in 1981 and launched a new television genre by becoming the first weekly series to offer consumer-oriented car and truck reviews, do-it-yourself car care tips and the latest auto industry news. Produced by Maryland Public Television, *MotorWeek* airs on 92 percent of PBS stations nationwide, and can also be seen on cable's Velocity and V-me Spanish-language network. The winner of dozens of prestigious automotive journalism awards, *MotorWeek* is a reliable source of automotive news on television and on the Web.

**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[[3]](#endnote-3) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[4]](#endnote-4), 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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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.**

   Based on EPA estimates. Actual range will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-1)
2. 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-2)
3. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)
4. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-4)