**KIA SPORTAGE RANKS HIGHEST AMONG SMALL SUVS IN 2015 J.D. POWER VEHICLE DEPENDABILITY STUDY**

**Top Honor Reinforces Brand’s Continued Commitment to Craftsmanship**

* Dynamic and capable crossover earns Kia’s first-ever Vehicle Dependability Study (VDS) award
* Sportage’s VDS award follows two consecutive Initial Quality Study (IQS) awards for the model in 2013 and 2014

**IRVINE, Calif., February 26, 2015 –** J.D. Power 2015 Vehicle Dependability Study (VDS) has ranked the Kia Sportage as the leader in the Small SUV category, marking the first-ever VDS award in the brand’s history. The industry-wide study examines problems experienced during the past 12 months by original owners of three-year old vehicles (2012 model year). Overall dependability is determined by the number of problems experienced per 100 vehicles (PP100). Thus, a lower score reflects a higher long-term quality level. The Sportage ranked first in a field of seven contenders with a score of 129 PP100. This latest recognition for Sportage follows the model’s two consecutive J.D. Power Initial Quality Survey (IQS) awards in 2013 and 2014.

“We believe the results of the J.D. Power Vehicle Dependability Study demonstrate Kia’s on-going commitment to quality and obsession with craftsmanship in building our world-class products,” said John Crowe, vice president, service & aftersale operations, Kia Motors America (KMA). “The Sportage is a clear example of how far the entire Kia model line-up has progressed, and this kind of quality is tangible evidence of our long-term strategy to enhance the Kia ownership experience.”

VDS measures the long-term quality of vehicles, including new technologies and features currently available to buyers. It includes 32 nameplates and 228 models, covering 177 specific problem symptoms grouped into eight major vehicle categories.

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**About the 2015 Sportage**

Starting with the LX trim, Sportage offers numerous standard features, including 17-inch alloy wheels matched with 225/60R17 low-rolling-resistance silica tires, body-color door handles, *Bluetooth*®[[1]](#endnote-1) Wireless Technology Hands-Free Connectivity, solar glass, privacy glass, keyless entry with folding key and a six-speed electronically controlled Sportmatic® automatic transmission. The popularly equipped EX trim offers stylish 18-inch alloy wheels with 235/55R18 tires, LED turn signals on the outside mirrors, a rear camera display and backup warning system,[[2]](#endnote-2) high-performance dampers, roof rails, a rear spoiler, fog lamps and chrome body trim and door handles. The top-of-the-line Sportage SX adds a powerful 2.0-liter turbocharged GDI engine producing 260-horsepower, unique 18-inch alloy wheels, dual exhaust, sculpted side sill moldings, LED accent lighting along the headlamps for a sportier, more upscale appearance and a unique SX grille.

**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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**\* 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.**

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. The Rear-Camera Display and Back-Up Warning System are not substitutes for proper and safe backing-up procedures. These features may not detect 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)