**“PERFECT GETAWAY” CAMPAIGN FOR THE ALL-NEW KIA SORENTO CONTINUES WITH**

**SIX-EPISODE VIDEO SERIES ON YAHOO SCREEN**

***“The Getaway Guide” Encourages Viewers to Unleash Their Adventurous Side With Spontaneous Weekend Getaways in Kia’s Most Capable and Refined CUV***

* First episodes of [“The Getaway Guide”](https://screen.yahoo.com/getaway-guide/) can be viewed now on Yahoo Screen with others debuting through April
* **Packed with first-class materials and amenities**, Sorento’s premium utility experience will be featured within ads on Yahoo and Tumblr

**IRVINE, Calif., April 7, 2015** – With the all-new 2016 Sorento now in showrooms across the U.S., Kia Motors America’s (KMA) “Perfect Getaway” marketing campaign continues for the brand’s most capable and refined CUV ever on Yahoo (YHOO) with [“The Getaway Guide,”](https://screen.yahoo.com/getaway-guide/) a six-episode video series now on Yahoo Screen. “The Getaway Guide” series encourages viewers to have fun by taking spontaneous weekend getaways with the new Sorento and highlights the refinement, premium materials and first-class amenities.

 “This is the first time Kia has partnered with Yahoo for custom video content and is an excellent opportunity to connect with action-adventure-minded consumers by showcasing the refined and capable 2016 Sorento,” said Tim Chaney, vice president of marketing communications, Kia Motors America. “The effort expands upon Kia’s ’The Perfect Getaway’ campaign featuring the Sorento in a variety of situations that outdoor enthusiasts can appreciate.”

In addition to the video series, Kia’s campaign includes native ads across Yahoo properties and Sponsored Posts on Tumblr. Kia also will share video content through Yahoo Splash Ads across Yahoo’s digital magazines, including Yahoo Food, Yahoo Health and Yahoo Travel. Additionally, Kia will run display and video advertising across Yahoo's extensive network. Throughout the campaign, Kia will connect with their key audiences by leveraging Yahoo's advanced targeting capabilities to reach consumers with an interest in an active lifestyle, as well as in-market CUV shoppers.

“We're excited to debut Kia's new video series on Yahoo Screen as we continue to bring more top quality, entertaining programs to our audience," said Lisa Utzschneider, SVP, sales, Americas at Yahoo. “Kia is not only sharing fun content with viewers, but combining native, video and display advertising to connect with their audience across Yahoo and Tumblr in a powerful way."

Kia’s “The Perfect Getaway” campaign kicked off in January and was created by advertising agency of record, David&Goliath. The campaign incorporates multiple components, including TV, cinema, digital and social media.

**About the All-New 2016 Kia Sorento**

The completely redesigned 2016 Sorento CUV, which raises the bar on the segment with its refinement and first-class amenities, is larger and more capable than ever with more room for passengers and cargo. Standard premium features and luxurious amenities span the line of five trim levels and the Sorento is now offered in three engine choices, including a 240 hp 2.0L turbo-charged inline-4. The Sorento is built at the brand’s U.S. manufacturing plant\* – Kia Motors Manufacturing Georgia – in West Point, Georgia.

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

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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**

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