**2016 KIA SORENTO RECEIVES NHTSA 5-STAR SAFETY RATING**

*Kia’s All-New Sorento CUV Earns NHTSA’s Highest Rating[[1]](#endnote-1)*

* Sorento’s extensive use of Advanced High Strength Steel makes Kia’s largest CUV stiffer and more durable than ever
* The 2016 Sorento combines a strong base with additional design improvements to reduce NVH and provide a comfortable and quiet interior environment

**IRVINE, Calif., April 24, 2015 –** Kia Motors America’s (KMA) all-new 2016 Sorento CUV has received the National Highway Traffic Safety Administration’s (NHTSA) 5-star overall safety rating. Built in the U.S. at Kia Motors Manufacturing Georgia (KMMG)\*, Sorento is KMA’s best-selling CUV, having sold more than 100,000 units each of the past five years, and offers a long list of standard safety features and an expertly engineered body structure.

“NHTSA’s recent 5-star rating of the 2016 Sorento is a testament to Kia’s commitment to safety. The Sorento is all-new for 2016 and is Kia’s most capable CUV ever, yet still offers customers the tremendous value Kia is known for,” said Orth Hedrick, vice president, product planning. “Meant for customers with active lifestyles, Sorento is the perfect getaway vehicle for adventurers and families on the go, and they can feel confident knowing their vehicle scored a 5-star NHTSA rating – the highest rating achievable from NHTSA.”

The core of the all-new 2016 Sorento is its significantly enhanced platform. The structure increases torsional rigidity by 14 percent over the 2015 Sorento. The unit-body consists of 53-percent Advanced High Strength Steel, a 115 percent increase over the previous model. Liberal application of industrial strength adhesives, the use of dual-seal lip joints as well as large diameter and laser welding techniques combine to make the 2016 model the most robust and durable Sorento ever.

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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.**

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

The completely redesigned 2016 Sorento CUV raises the bar in a traditionally utilitarian segment with its refinement and first-class amenities. Available with an advanced All Wheel Drive (AWD) system and up to 5,000 pounds of towing capacity, the new Sorento rides on a 3.1-inch lengthened wheelbase, which allows more room for passengers and cargo. Standard premium features and luxurious appointments span the line of five trim levels, and the Sorento is now offered with three engine choices, including a 2.4-liter inline-four cylinder, a new 240-horsepower 2.0-liter turbo-charged inline-four and a powerful 3.3-liter V6 producing 290 horsepower. The all-new Sorento offers a wide array of available driver-aid technology including Surround View Monitor[[2]](#endnote-2), Smart Cruise Control2, Blind Spot Detection2 and Lane Departure Warning2.

**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. Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov). [↑](#endnote-ref-1)
2. These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution. [↑](#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)