**KIA MOTORS RANKS HIGHEST AMONG ALL POPULAR BRANDS IN 2016 AUTOPACIFIC VEHICLE SATISFACTION AWARDS**

*Three Kia Models Named the Most Satisfying Cars in their Segments*

* Funky Soul urban passenger vehicle tops all compact cars for third straight year
* Optima named Best In Class Mid-Size Car; Sedona wins minivan category

**IRVINE, Calif., June 9, 2016** – Kia Motors ranked highest among all popular brands in the 2016 AutoPacific Vehicle Satisfaction Awards (VSA) and placed fifth overall in the industry – ahead of luxury brands such as Audi, BMW, Mercedes-Benz and Porsche. In addition, three of Kia’s world-class vehicles – the 2016 Soul, Optima and Sedona – were named segment winners in the VSAs, which identify the most satisfying cars and automotive brands in the market.

“AutoPacific’s Vehicle Satisfaction Awards have become an industry benchmark for measuring how satisfied owners are with their new vehicle, and we are thrilled to see the incredibly high level of satisfaction our customers are experiencing with our vehicles,” said Orth Hedrick, vice president of product planning, Kia Motors America. “The Soul, Optima and Sedona are all expertly crafted vehicles and represent just how far the Kia brand has come.”

AutoPacific’s VSAs identify the most satisfying vehicles for sale in the U.S. market and assist new-car buyers in making informed vehicle purchase decisions. The results are based on responses to over 65,000 surveys completed by owners of new, model year 2015 and 2016 vehicles. The survey measures owner satisfaction through numerous attributes ranging from interior comfort and convenience to fuel economy and performance.

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**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 2015, surpassing the 600,000 unit mark for the first time in company history. 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 15,000 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.**

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