**KIA MOTORS AMERICA EXPANDS OFFER OF FREE APPLE[[1]](#endnote-1) CARPLAY**® **AND ANDROID AUTO**™[[2]](#endnote-2) **SOFTWARE UPDATES[[3]](#endnote-3) TO GROWING LINE OF VEHICLES**

***Kia’s award-winning UVO telematics system continues to elevate the driving experience and keep drivers connected through their iPhone1 and Android2***

* Vehicle eligibility and downloadable software will be available on myuvo.com
* Kia’s advanced UVO system provides greater connectivity and convenience

**IRVINE, CALIF., July 19, 2016** – Taking the UVO platform to yet another level of enhancement, Kia Motors America (KMA) today announced that free Apple CarPlay® and Android Auto™ software updates will be available for eligible vehicles when equipped with a compatible navigation system[[4]](#endnote-4) or UVO3[[5]](#endnote-5). Customers will be notified by the end of July via email to go to myuvo.com for vehicle eligibility and step-by-step instructions on updating their vehicle with the latest downloadable software. All owners of new and pre-owned vehicles must register at myuvo.com to receive email notifications that the software is available for download.

The following vehicles are eligible for the software update3:

* Forte (MY17)
* Optima (MY15-16)
* Optima Hybrid (MY15-16)
* Sedona (MY15-16)
* Soul (MY14-16)
* Soul EV (MY15-16)
* Sorento (MY16)
* Sportage (MY17)

“With the advanced growth of telematics and infotainment systems, Kia is excited to offer to more of our customers the opportunity to have the latest software update for their vehicle free of charge via myuvo.com,” said Henry Bzeih, Managing Director Connected & Mobility Services, KMA. “Providing CarPlay® and Android Auto™ to a greater number of vehicles in our lineup will revitalize our current owners’ systems with an additional element of convenience while maximizing the benefits of connectivity.”

Android Auto™ connects to the user’s Android device and allows them access to smartphone apps and functions through Kia’s UVO infotainment system, such as voice-guided Google MapsTM navigation, hands-free calls and texts and voice recognition. Android Auto™ also lets users stream music from Google Play Music™. With a simple and intuitive interface, integrated steering-wheel controls, and powerful voice actions, Android Auto™ was designed to minimize distraction so that users stay focused on the road.

A smarter and more convenient way to use the iPhone® in the car, CarPlay® gives drivers the ability to access the device’s seamless user interface through Kia’s UVO infotainment system. By connecting the iPhone® into the USB port, users are able to make phone calls, access music, send and receive messages, get directions optimized for traffic conditions and more while concentrating on driving. CarPlay® also features hands-free support via Siri®1 voice control or the vehicle’s controls and touchscreen.

**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. Kia offers a complete line of vehicles in the U.S., including the rear-drive K900\*\* flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle\*\*\*, 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 minivan, through a network of more than 765 dealers across the United States.  Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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?preview=true).

# # #

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.**

   Apple®, iPhone®, Siri® are registered trademarks of Apple Inc. [↑](#endnote-ref-1)
2. Android™ is a trademark of Google, Inc. [↑](#endnote-ref-2)
3. Check myuvo.com for vehicle eligibility [↑](#endnote-ref-3)
4. Vehicle equipped with AVN 4.0. [↑](#endnote-ref-4)
5. Vehicle equipped with UVO3.

   \*\* K900 available in select trims and in select markets with limited availability.

   \*\*\* Soul EV in select markets with limited availability. [↑](#endnote-ref-5)