**KIA MOTORS AMERICA ANNOUNCES 2017 CADENZA PRICING**

*Second-Generation Cadenza Boasts Tremendous Value While Offering Luxury Refinement*

* All-new Cadenza has lower starting price than outgoing model
* Luxury, technology and spirted driving dynamics come wrapped in attractive and affordable package

**IRVINE, Calif., Nov. 9, 2016** — Kia Motors America (KMA) today announced pricing for the all-new second-generation 2017 Cadenza full-size premium sedan. When the Cadenza arrives in dealerships later this month it will be offered in three trim levels – Premium, Technology and Limited, with the Premium MSRP starting at just $31,990[[1]](#endnote-1). Adding a suite of advanced driver assistance and convenience features, the Technology starts at $38,9901, while the fully equipped Limited will be offered at $44,3901.

“The new Cadenza adds an extra dose of excitement to the large-car segment with its striking, aggressively handsome looks and premium refinements,” said Orth Hedrick, vice president of product planning, KMA. “But it’s the bottom line where the Cadenza truly shines, offering more luxury, technology and features at a surprisingly affordable starting point, regardless of which trim level is most appealing to our customers.”

The value story for the 2017 Cadenza begins with the Premium trim. The starting MSRP is $1,000 below the outgoing model and features more standard equipment. Moving up to the Technology trim nets a host of new features including the addition of Autonomous Emergency Braking[[2]](#endnote-2) with pedestrian detection, Forward Collision Warning2, Surround View Monitor,2 Smart Blind Spot Detection2, High Beam Assist, and LED headlights and represents a $4,000 value when compared to a similarly equipped variant of the previous-generation Cadenza. Adding to the long list of standard equipment offered on the Limited is a Surround View Monitor and a Cadenza-first Head-Up Display (HUD), along with soft Nappa leather trim seating, Smart Power Trunk, heated outboard rear seats and unique Dark Satin 19-inch alloy wheels.

Given the quantity of standard equipment found on any Cadenza variant, the option packages are straightforward. A $3,000 Luxury Package offered only on the Premium trim includes power folding outside mirrors, a Harman Kardon®[[3]](#endnote-3) 12-speaker surround sound premium audio system, HomeLink® rearview mirror with integrated compass, Blind Spot Detection2 with Rear Cross Traffic Alert2 and Rear Parking Assist System2. A $1,000 Panoramic sunroof with power-operating shade includes LED interior lighting is also offered only on the Premium model.

**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[[4]](#endnote-4) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[5]](#endnote-5), 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](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).

**\* 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.**

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1. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. $900 destination charges not included. [↑](#endnote-ref-1)
2. These systems are not substitutes for proper and safe driving, parking, and/or backing-up procedures. Always drive safely and use caution. These systems may not detect every object behind or alongside the vehicle or in the vehicle’s blind spot or direction of travel. [↑](#endnote-ref-2)
3. Harman Kardon® is a registered trademark of Harman International Industries, Inc. [↑](#endnote-ref-3)
4. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-4)
5. Soul EV in select markets with limited availability. [↑](#endnote-ref-5)