



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

James Bell
949.468.4625
jbell@kiausa.com

News Release

Nadia Hernandez
Zeno Group for Kia Motors America
310.279.3724
nadia.hernandez@zenogroup.com

ALL-NEW KIA CADENZA WINS LARGE SEDAN OF THE YEAR AWARD FROM THE HISPANIC MOTOR PRESS ASSOCIATION

Second Generation Cadenza Named One of the Best Vehicles for Latino Families

IRVINE, Calif., November 21, 2016 – With the all-new 2017 Cadenza now arriving in showrooms, the Hispanic Motor Press Awards® organization recently recognized Kia’s second-generation full-size premium car as the “Large Sedan of the Year.” In the comparative test, which assessed large cars from multiple manufacturers, judges evaluated each vehicle on safety, quality, value, performance, design, style, environmental impact and technology standards. The winning vehicles are said to reflect the distinctive style, tastes and needs of the influential Latino US population.

“The ‘New Kia’ is world-class by every measure, and the all-new Cadenza is our latest model to be honored with a coveted Hispanic Motor Press Award,” said Michael Sprague, chief operating officer and EVP, KMA. “The Cadenza injects a much-needed shot of excitement to the large-car segment with its striking, aggressively handsome looks and premium refinements, and Kia is honored to be named among the best choices for Latino families.”

The stunningly beautiful Cadenza improves upon all the elements that define the large car category, including a precisely crafted cabin, with available cutting edge technology for connectivity and driver assistance, a stronger body structure, and powertrain enhancements for a more premium experience behind the wheel.

Started in 2010, the Hispanic Motor Press Awards consider over 100 vehicles before selecting three final contenders in different categories. Each vehicle's features were assessed as they relate to the typical Latino consumer in the United States. The award vetting process includes test drives, mass market availability, and affordability data valuations. Judges also take into account overall design, comfort, safety, performance, functionality and overall value package when making their final selection. Now on its 7th annual edition, the independent awards recognize the best automobiles for Hispanic families.

About Kia Motors America

Cadenza Wins Hispanic Motor Press Association Award

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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 K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle², 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.

About Hispanic Motor Press Awards®

Since 2010 the objective of the awards has been to select the best offerings in overall design, comfort, safety, performance, functionality, driver satisfaction and consumer final cost to select the vehicles that offer the best value for the Hispanic family. The Hispanic consumer deserves to know the truth about which vehicles are the best values in the market. For more information and to find out about previous winning vehicles visit: www.hispanicmotorpressawards.com

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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.

¹ K900 available in select trims and in select markets with limited availability.

² Soul EV in select markets with limited availability.