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**NEWS**

**2017 Kia Niro sets GUINNESS WORLD RECORDS™**

**title for lowest fuel consumption by a hybrid vehicle**

* **Kia’s newest crossover sets lofty mark of 76.6 mpg driving coast-to-coast from Los Angeles to New York City**
* **3715.4 miles and only 4.1 tanks of gas**
* **New kind of crossover boasts a number of firsts for Kia, including a new, dedicated eco-car platform and a unique hybrid system**

**(SEOUL) December 16, 2016** – Arriving at New York City Hall in downtown Manhattan, the 2017 Kia Niro officially received a Guinness World Record® title for the lowest fuel consumption driving across the USA from coast to coast (hybrid car). The new record-setting mark is an incredible 76.6 mpg.

“We’re extremely pleased with the Niro’s record-breaking performance,” said Orth Hedrick, vice president, product planning Kia Motors America. “We set out to build a vehicle that offers real-world utility, great looks and fantastic mileage, and setting the Guinness World Record® title confirms our achievement.”

The Niro EX was driven by Wayne Gerdes of Carlsbad, California, and co-driver Robert Winger of Williamsburg, Virginia, 3,715.4 miles from Los Angeles City Hall to New York City Hall using only 48.5 gallons or 4.1 tanks of gas. The vehicle was not altered in any way for the attempt.

The Niro, an Urban Crossover Hybrid Vehicle, is the first dedicated Kia hybrid and was conceived to bridge the gap between outstanding fuel economy and compact crossover usefulness. In addition to its athletic and attractive design, the Niro’s long list of features includes: a specially-designed, innovative hybrid system to provide a more dynamic and engaging driving experience; a spacious cabin with lots of room for five occupants and their gear; a full array of advanced driver assistance features — available Autonomous Emergency Braking, Blind Spot Detection, Rear Cross Traffic Alert, Lane Change Assist and Lane Departure Warning; and advanced telematics and entertainment equipment — UVO3 with Apple CarPlay™, Android Auto™ and a 7-inch touch screen and available Smart Cruise Control, navigation and a Harman Kardon® premium audio system.

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The all-new 2017 Niro is set to arrive in Kia U.S. retailers in the first quarter of next year and will be available in five trim levels: FE, LX, EX, Touring and in a limited-quantity Launch Edition. The FE is EPA rated to achieve 49 mpg highway/52 mpg city/50 mpg combined, while the LX reaches 51/46/49 mpg and the Touring at 46/40/43 mpg.

*Editor’s note: The product features and specifications in this press release pertain to the U.S. market model and may differ depending on region/country.*

**About Kia Motors Corporation**

*Kia Motors Corporation (www.kia.com) – a maker of world-class quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced at 14 Kia manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 50,000 employees worldwide and annual revenues of nearly US$44 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

*For more information about Kia Motors and our products, please visit our Global Media Center at* [www.kianewscenter.com](http://www.kianewscenter.com).

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