**KIA MOTORS EXTENDS MARKETING PARTNERSHIP WITH   
THE Ladies Professional Golf Association**

***Eighth Annual Kia Classic Tournament Returns to Carlsbad, California, March 20-26***

* Family friendly tournament offers activities for golf fans of all ages; admission is free for active military members and their families as well as children under 17[[1]](#endnote-1)
* Defending champion, Lydia Ko, will compete against 143 of the world’s best players for the $1.8 million purse and an all-new 2017 Kia Cadenza premium sedan

**IRVINE, Calif., March 10, 2017 –** With the eighth annualKia Classic tournament less than two weeks away, Kia Motors America (KMA) today announced the multi-year renewal of the company’s marketing relationship with the Ladies Professional Golf Association (LPGA). As the “Official Automotive Partner” of the LPGA, Kia will have a presence at seven tournaments, including two Majors – the ANA Inspiration and the KPMG Women’s PGA Championship – in addition to title sponsorship of the Kia Classic.

“Both Kia and the LPGA have experienced tremendous growth in visibility and awareness as a result of our partnership, and we are proud to extend the relationship and look forward to several more years of successful collaboration,” said Kimberley Gardiner, director of marketing communications, KMA.

The Kia Classic, which returns to the Park Hyatt Aviara Resort, Golf Club & Spa in Carlsbad, California, March 20-26, offers fans of all ages an up-close and personal experience with 99 of the top 100 players on the 2016 LPGA money list as they vie for a share of the $1.8 million purse. Family friendly activities taking place throughout the event include junior golf clinics and player autograph sessions. A fleet of Kia vehicles will transport players around the Park Hyatt Aviara Resort grounds and the winner of the Kia Classic will walk away with the keys to a 2017 Cadenza premium sedan.

As a continuation from last year, the LPGA has committed to donating a portion of the proceeds from the 2017 Kia Classic ticket sales to Hire Heroes USA, a national non-profit organization that helps military veterans find civilian jobs. In addition, all active duty military members and their families (with ID) will receive complimentary admission to the Kia Classic throughout the week, including Military Appreciation Day on Friday, March 24.

“As a Southern California-based company, Kia always looks for ways to give back to our local communities and we are thrilled to welcome Hire Heroes USA back to the Kia Classic,” continued Gardiner.

At the 2016 Kia Classic, world number-one ranked Lydia Ko took home the $225,000 winner’s check and a Kia K900, with her 19-under par 269 score and four- shot win over Inbee Park.

Coverage of the LPGA Kia Classic will air on the Golf Channel, and fans will be able to watch highlights of the tournament played on the challenging par-72 course. Check local listings for full coverage details. Fans can also follow the action online through the social media channels using @LPGAKiaClassic; @Kia and #KiaClassic.

For the complete list of special events, to purchase tickets or to sign up to volunteer, please visit [www.KiaClassic.com](http://www.kiaclassic.com/).

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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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.**

**About LPGA (Ladies Professional Golf Association)**

The LPGA is the world’s leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women’s golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management.

The Symetra Tour – Road to the LPGA serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: [www.LPGA.com](http://www.LPGA.com), [www.facebook.com/lpga.official](http://www.facebook.com/lpga.official), [www.twitter.com/lpga](http://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](http://www.youtube.com/lpgavideo).

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1. Children under the age of 17 must be accompanied by a ticketed adult [↑](#endnote-ref-1)