**Four Kia Vehicles named among best ELECTRIFIED AND “eco-friendly” offerings by kelley blue book’s kbb.com**

***Editors’ List Names Cars “Stellar on Fuel Economy at Affordable Prices”***

* Kia Niro and Kia Optima Hybrid ranked among 10 best hybrid cars under $40,000; Optima PHEV makes list of best plug-in hybrid cars
* Kia Soul EV named one of the five best electric cars under $40,000

**IRVINE, Calif., April 19, 2017 –** As Earth Day 2017 approaches, four vehicles from Kia Motors America’s (KMA) EcoDynamics line-up have been recognized by editors of Kelley Blue Book’s KBB.com as top picks among “eco-friendly” cars under $40,000. The trusted consumer website highlights vehicles with a variety of alternative-fuel powertrain configurations that can still accommodate the lifestyle and budget of many new car shoppers.

The 2017 Niro, offering an EPA estimated 52 mpg city/49 highway/50 combined for the FE trim[[1]](#endnote-1), and 2017 Optima Hybrid were named on the list of the 10 best hybrid cars under $40,000, while the 2017 Optima PHEV, with an EPA-estimated 29 miles of electric range[[2]](#endnote-2), ranked among the top plug-in hybrids under $40,000. The 2017 Kia Soul EV made the list of five best electric cars under $40,000.

“We’re very proud of the strides the Kia brand has been making to achieve its goal of increasing electrification and improving overall fuel economy by 2020,” said Orth Hedrick, vice president, Product Planning, KMA. “Having four of our vehicles recognized by Kelley Blue Book as top ‘eco-friendly’ choices validates our priorities to the environment as well as our efforts to maximize affordability.”

Kelley Blue Book’s “eco-friendly” cars lists can be viewed at the following links: [10 Best Hybrid Cars Under $40,000](https://protect-us.mimecast.com/s/kJdKBzUXRQEC2?domain=kbb.com), [5 Best Electric Cars Under $40,000](https://protect-us.mimecast.com/s/pVMaBpIWwVEiY?domain=kbb.com) and [5 Best Plug-In Hybrid Cars Under $40,000](https://protect-us.mimecast.com/s/LLvNB9fdeYZir?domain=kbb.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.**

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1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. Niro EPA estimated MPG city/highway/combined FE 52/49/50, LX 51/46/49, EX 51/46/49, Touring Launch 46/40/43, Touring 46/40/43. Quantities are limited. [↑](#endnote-ref-1)
2. Based on a fully charged battery pack. Battery capacity will decrease with time and use. [↑](#endnote-ref-2)