**2017 Kia Cadenza ACHIEVES TOP SAFETY PICK PLUS RATING FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

***Advanced Driver Assistance Features Earn Second-Generation Cadenza Prestigious Safety Award***

**IRVINE, Calif., April 25, 2017 –** The Insurance Institute for Highway Safety (IIHS) has awarded its highest designation possible, Top Safety Pick Plus (TSP+), to the 2017 Kia Cadenza, when equipped with optional front crash prevention and specific headlights. Defined by its luxurious refinements, expressive styling, advanced technology and refined powertrain, the Cadenza joins a growing number of Kia vehicles that have earned the TSP+ rating.

“The Insurance Institute for Highway Safety is one of the most respected organizations in the industry when it comes to evaluating vehicle safety, and this designation is a great achievement that speaks to Kia’s commitment to safety, quality and continuous improvement.” said Orth Hedrick, vice president, product planning, KMA. “We are proud that the Cadenza received across-the-board good crashworthiness ratings, which is another testament to the efforts of our engineers and the integrity of our vehicles.”

To qualify for TSP+, the IIHS mandates that each vehicle earns “good” ratings in five crashworthiness tests – small overlap front, moderate overlap front, side impact, roof strength and head restraints – as well as an “advanced” or “superior” rating for front crash prevention and an “acceptable” or “good” headlight rating.

The 2017 Cadenza offers a suite of available driver assistance systems[[1]](#endnote-1) such as Kia’s first application of Smart Blind Spot Detection System1, which is designed to sense unintentional drifting toward a vehicle in the driver’s blind spot and, in certain situations, can automatically brake the opposite side front wheel to help maintain the vehicle’s intended course. Advanced Smart Cruise Control1, a Forward Collision Warning System1, Autonomous Emergency Braking1, and a Lane Departure Warning System1 are also available. For improved durability and reduced NVH, the Cadenza is built upon a strong foundation with a body structure composed of more than 50 percent Advanced High Strength Steel (AHSS) — more than twice the amount used in the previous model.

**About Cadenza**

The 2017 Cadenza boasts luxury refinements with expressive styling, advanced technology, and refined powertrain. Designed at Kia’s California design studio, the second-generation Cadenza is available in three trim levels. The handsomely equipped Premium, Technology and Limited models feature an enhanced 3.3-liter V6 that produces 290 horsepower and 253 lb.-ft. of torque. The powerplant comes paired to a highly efficient eight-speed automatic transmission, a Kia first for a FWD vehicle. The Cadenza offers available driver assistance features such as Advanced Smart Cruise Control1, a Forward Collision Warning System1, Autonomous Emergency Braking1, a Lane Departure Warning System1 and a Smart Blind Spot Detection System1.

**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. 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 blindspot or direction of travel. [↑](#endnote-ref-1)