**KIA MOTORS AMERICA ANNOUNCES RECORD APRIL CERTIFIED PRE-OWNED SALES**

***Kia Stands Out From the Crowd With 5.6 Percent Increase in   
CPO Sales Year-Over-Year***

* Kia’s U.S.-built\* Optima midsize sedan led the pack
* Kia’s CPO momentum is supported by the company’s strong brand value

**IRVINE, CALIF., May 8, 2017** – Following a record first quarter of Certified Pre-Owned vehicle sales, Kia Motors America’s (KMA) momentum continued with best-ever April CPO sales of 6,953 vehicles. Kia’s U.S.-built\* Optima midsize sedan led the charge with 1,649 units sold.

Autodata’s[[1]](#endnote-1) April CPO retail sales report confirms that when it comes to pre-owned vehicles, Kia continues to outpace the industry with an impressive 14 percent increase year-to-date.

”Kia’s record CPO sales are not surprising when you consider Kia offers the longest powertrain coverage, excellent financing incentives, and a strong inspection process,” said Eric Anderson Director of Data Products for IntelliChoice. “This is why IntelliChoice awarded Kia the best popular brand CPO program.”

KMA’s rigorous CPO program, administered by JM&A Group, accepts only Kia vehicles that are five years or newer with fewer than 60,000 miles on the odometer and every vehicle undergoes a meticulous 150-point Quality Assurance inspection by certified Kia technicians. CPO vehicles also come with a 10-year /100,000-mile powertrain limited warranty[[2]](#endnote-2) and 12-month /12,000 mile-Platinum Coverage[[3]](#endnote-3). Whether it’s the midsize Optima sedan, iconic Soul or the Sorento CUV that drivers dream of, customers get a great price matched with superb quality, bypassing the stress, risk and uncertainty that typically comes with buying a previously owned vehicle.

**\* 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 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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**About JM&A Group**

[JM&A Group](http://jmagroup.com/), a leader in the F&I industry for 39 years, serves more than 3,800 automotive dealerships and retail outlets nationwide. The company provides a variety of products and services such as F&I training and consulting services, vehicle protection plans, used vehicle certification programs, pre-paid maintenance plans and GAP programs. JM&A Group is a division of [JM Family Enterprises](http://www.jmfamily.com/newsroom/articles/pressreleases/2016-aaa-honoree-announcement), Inc. headquartered in Deerfield Beach, Fla. JM Family is a diversified automotive corporation ranked No. 21 on *Forbes*’ list of “America’s Largest Private Companies” and ranked on FORTUNE®’s 100 Best Companies to Work For® list for the 19th consecutive year. For more information about JM&A Group’s products and services, contact us at [1-800-553-7146](tel:1-800-553-7146) or visit us online at [www.jmagroup.com](http://www.jmagroup.com/).

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1. Autodata Corporation April 2017 Certified Pre-Owned Retail Sales [↑](#endnote-ref-1)
2. The Kia CPO 10-year/100,000-mile limited warranty program begins on the original in-service date of vehicle and odometer mile “0.” The limited warranty program includes the remainder of roadside assistance, powertrain coverage and the New Vehicle Limited Warranty (Basic). See retailer for details or go to kia.com. [↑](#endnote-ref-2)
3. Platinum Coverage begins on the vehicle purchase date and odometer reading on purchase date. Platinum Coverage is limited; for exact coverages, exclusions and limitations, please review CPO contract or see retailer for details. [↑](#endnote-ref-3)