**KIA TOPS J.D. POWER’S INITIAL QUALITY NAMEPLATE RANKINGS FOR SECOND STRAIGHT YEAR**

**Five Kia Vehicles – the Most of Any Nameplate – Earn IQS Segment Awards; Kia Posts the Lowest Number of Problems in the Last 20 Years of the J.D. Power Study**

* After ranking highest in the entire industry in 2016, Kia improved 11 points as owners reported fewer issues with their Kia vehicles within the first 90 days of ownership than all other car and truck brands in the U.S.
* Kia’s Soul, Forte, Cadenza, Niro and Sorento topped their respective categories, with the Cadenza achieving the lowest average number of problems among all models ranked in the study

**IRVINE, Calif., June 21, 2017 –** Continuing a multi-year string of quality and reliability awards and accolades, J.D. Power’s 2017 Initial Quality Study (IQS) today recognized Kia Motors as the highest-ranking nameplate in the United States for the second year in a row. Kia’s improvement to 72 problems per 100 vehicles marks the best nameplate performance within the last 20 years of the study, driven by five segment awards – the most of any nameplate – for the Soul (Compact Multi-Purpose Vehicle), Forte (Compact Car), Cadenza (Large Car), Niro (Small SUV) and Sorento (Midsize SUV). The Kia Soul took home an IQS award for the third consecutive year while Kia’s two newest models, Cadenza and Niro, were outstanding performers in their first model year, with the Kia Cadenza earning the top score among all models ranked in the study. Together with the Optima and Sportage, each of the seven award eligible Kia models included in the 2017 IQS study finished first or second in their respective categories.

“When Kia beat out the entire industry in last year’s J.D. Power Initial Quality Study many people wondered if we could maintain such a lofty position. Today, the answer is loud and clear as Kia owns the top spot for the second straight year with more 2017 segment award winners than any other nameplate,” said Michael Sprague, chief operating officer and EVP, Kia Motors America. “Our back-to-back chart-topping IQS performances reconfirm Kia’s status as today’s world-class automaker and reflect the exacting standards and craftsmanship our team members instill into every car, crossover and SUV Kia builds.”

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The annual report analyzed responses from 77,415 respondents with regards to 243 vehicle models across 26 segments. Vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality problem symptoms reported by vehicle owners.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand.   Kia 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 SUVs proudly built in West Point, Georgia.\*

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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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