**KIA MOTORS AMERICA RECORDS SECOND-BEST AUGUST CERTIFIED PRE-OWNED VEHICLE SALES TOTAL IN COMPANY HISTORY**

***Kia’s Popular CPO Program Continues to Outpace the Industry and Posts 3.5-percent Increase Year-to-Date***

* West Point, Georgia-built\* vehicles, Kia Sorento and Kia Optima, led the crowd
* Kia’s quality and reliability continue to make the brand’s CPO program a popular choice among used-car buyers

**IRVINE, Calif., Sept. 14, 2017** – Kia Motors America announced its second-best August Certified Pre-Owned (CPO) vehicle sales with 6,388 units sold, proving consumers continue to gravitate toward the brand’s quality and reliability. Kia’s U.S.-built\* vehicles – the Sorento and Optima – stood out from the crowd with 1,537 and 1,348 units sold, respectively.

Autodata’s[[1]](#endnote-1) August CPO retail sales report confirms when it comes to pre-owned vehicles, Kia continues to stand out from the competition with an overall 3.5-percent increase year-over-year compared to a 0.3-percent increase industrywide.

“Kia's continued success with CPO demonstrates not only the ongoing appeal of Kia's products, but also the value buyers place on a well-executed warranty program,” said Rebecca Lindland, executive analyst at Kelley Blue Book.

Kia’s CPO program 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 SUV 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 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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1. Autodata Corporation August 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)