**KIA MOTORS AMERICA ANNOUNCES 2018 RIO PRICING**

***Feature-Rich Subcompact Sedan and Hatchback Provide Tremendous Value Coupled with Outstanding Design***

* All-new Kia Rio has lower starting price than outgoing model, yet offers technology typically not found in the subcompact segment
* Rio delivers value-conscious consumers an eye-catching European-inspired design, fuel efficiency[[1]](#endnote-1), innovative technology, everyday convenience and fun-to-drive character

**IRVINE, Calif., September 20, 2017** — Kia Motors America (KMA) today announced pricing for the all-new 2018 Rio sedan and 5-door hatchback. Expected to arrive in Kia retailers beginning early October, the subcompact duo will be offered in three trim levels – LX, S and EX.

* LX starts at $13,900 (sedan)/ $14,200(5-door)[[2]](#endnote-2)
* S starts at $16,100 (sedan)/ $16,400 (5-door)2
* EX trim starts at $18,400 (sedan)/ $18,700 (5-door)2

“Value has always been a core tenet for the Kia brand and the all-new Rio sedan and 5-door continue to underscore our commitment to buyers looking for an entry-level vehicle but desire more than what the subcompact segment offers,” said Orth Hedrick, vice president of product planning, KMA.  “This fourth-generation Rio makes significant improvements over its predecessor in design, technology and passenger comfort, resulting in an even better value proposition, while raising the bar in the small-car segment.”

Rio offers value-conscious consumers a roster of everyday convenience and technology features coupled with a solid structure. On the tech front, the Rio offers Bluetooth® hands-free functionality[[3]](#endnote-3), a six-speaker stereo with satellite radio and a rear-view camera system[[4]](#endnote-4).  Available only on the top-tier EX trim is a seven-inch floating touchscreen interface, UVO3 voice recognition infotainment system and smartphone integration through Android AutoTM and Apple CarPlayTM  as well as Autonomous Emergency Braking (AEB)[[5]](#endnote-5). On the safety front, the all-new Rio is targeting the Insurance Institute for Highway Safety (IIHS) Top Safety Pick designation and a 5-star rating from the National Highway Traffic Safety Administration (NHTSA).

**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.\*

For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).  To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**\* 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.**

# # #

1. Equipped with an automatic transmission MPG is 28 city/37 highway/32 combined (both 5-door and sedan). Equipped with a manual transmission, MPG is 29 city/37 highway/32 combined (both 5-door and sedan). Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-1)
2. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary [↑](#endnote-ref-2)
3. Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. Always drive safely and use caution. [↑](#endnote-ref-3)
4. Rear-Camera Display is not a substitute for safe driving, and may not detect all objects behind vehicle. Always drive safely and use caution. [↑](#endnote-ref-4)
5. Autonomous Emergency Braking (AEB) is not a substitute for safe driving, and may not detect all objects in front of vehicle. Always drive safely and use caution. [↑](#endnote-ref-5)