**2018 KIA SOUL AND SPORTAGE EARN HIGHEST POSSIBLE SAFETY RATING FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

***Kia’s Iconic Urban Passenger Vehicle and Stylish Compact Crossover Earn Coveted 2017 IIHS Top Safety Pick Plus Accolade***

* Soul and Sportage receive good ratings in all five IIHS crashworthiness tests and a superior rating for optional front crash prevention
* Both vehicles received IIHS’s best available rating due to newly available headlights[[1]](#endnote-1)

**IRVINE, Calif., November 1, 2017** —The Insurance Institute for Highway Safety (IIHS) has awarded its best rating possible, Top Safety Pick Plus (TSP+), to 2018 Kia Souls when equipped with high-intensity discharge (HID) headlights – offered on the Primo Lit package – and 2018 Kia Sportages built after June 2017 when equipped with newly acceptable-rated HID headlights that are standard on the SX Turbo trim.

“Kia’s world-class lineup continues to earn quality, reliability and safety awards at an increasing rate and these IIHS Top Safety Pick Plus ratings for Soul and Sportage reflect Kia’s continuous improvement and effort to improve all aspects of safety,” said Orth Hedrick, vice president, product planning, KMA.

To qualify for TSP+, the IIHS testing parameters require a vehicle earn “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” rating in headlight testing.

The Soul and Sportage join four other Kia vehicles that have received the TSP+ rating from IIHS: Forte, Optima, Cadenza and Sorento[[2]](#endnote-2).

**About the 2018 Soul**

The 2018 Kia Soul enters its fifth model year as a carryover with minor enhancements. Kia’s iconic urban passenger vehicle offers a fun, funky and functional approach to everyday driving. From a quality standpoint, Soul has ranked #1 in the J.D. Power Initial Quality Study (IQS)[[3]](#endnote-3) in its category for three consecutive years. The 2018 model focuses on expanding the availability of UVO3[[4]](#endnote-4) across the model range, adding the innovative infotainment system to the Base Convenience Package as well as to Soul Plus as standard equipment. The Soul Plus Primo Package now adds Smart Cruise Control (SCC)[[5]](#endnote-5)and Autonomous Emergency Braking (AEB).3 The new Soul Plus Primo “Lit” Package includes HID headlights and LED positioning lights to enhance Soul’s on-road presence

**About the 2018 Sportage**

The 2018 Kia Sportage, which was all-new for 2017, enters its first model year as a carry-over.  Kia’s award-winning vehicle offers advanced technology and greater options across three trim levels—LX, EX, and SX—in the popular subcompact utility segment.  A new technology package, previously available starting at EX trim, is now available at the LX level, delivering Blind Spot Detection, a Lane Departure Warning System, and Rear Cross Traffic Alert3.  The EX trim receives a new Sport Appearance package and optional heated rear seats, while the SX adds an electronic parking brake for 2018.  All trim levels are still available with optional Dynamax[[6]](#endnote-6) full-time all-wheel drive.

**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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1. 2018 Kia Souls when equipped with high-intensity discharge (HID) headlights (Primo Lit package) and 2018 Sportages built after June 2017 when equipped with newly acceptable-rated headlights offered on the SX Turbo trim. [↑](#endnote-ref-1)
2. **2017 Kia Forte** built after March 2017 when equipped with optional front crash prevention and high intensity discharge (HID) headlights with Dynamic Bending Light; **2017 Optima** built after March 2017 when equipped with optional front crash prevention and LED headlights with High Beam Assist, **2017 Cadenza** when equipped with optional front crash prevention and specific headlights, and **2018 Sorento** built after May 2017 when equipped with newly acceptable-rated headlights offered on the SX Limited and the SX with Advanced Technology package. [↑](#endnote-ref-2)
3. The Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality among compact multi-purpose vehicles in the J.D. Power 2015-2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit [www.jdpower.com/cars](http://www.jdpower.com/cars). [↑](#endnote-ref-3)
4. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. [↑](#endnote-ref-4)
5. These systems are not substitutes for proper and safe driving, parking, and/or backing-up procedures. These systems may not detect every object behind or alongside the vehicle or in the vehicle’s blind spot or direction of travel. Always drive safely and use caution. [↑](#endnote-ref-5)
6. No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. [↑](#endnote-ref-6)