**KIA STINGER NAMED AS BEST OF THE YEAR IN *MOTORWEEK***

**2018 DRIVERS’ CHOICE AWARDS**

***Hot-blooded Gran Turismo Also Takes Top Honor in Best Sport Sedan Category***

* Stinger lauded for bringing innovation and value to the market
* *MotorWeek* Drivers’ Choice Awards examine vehicles from a buyer’s point of view

**IRVINE, Calif., February 9, 2018** – The Kia Stinger has been named as Best of the Year in *MotorWeek’s* 2018 Drivers’ Choice Awards, the top honor given amongst the 14-category program. The accolade is just the latest in a long string of acknowledgments for Stinger, which went on sale late last year and is redefining a staid sport sedan segment previously occupied by more expensive offerings from Germany. The awards, now in their 36th year, recognize vehicles for bringing innovation and value to the car-buying public.

“What’s innovative about Stinger isn’t its extraordinary handling, drop-dead style or eye-popping performance; that’s expected in this segment and Stinger delivers on every front,” said Orth Hedrick, vice president, product planning, Kia Motors America (KMA). “What’s innovative is that we brought this car to market at such a tremendous value and it’s an honor to be recognized by the *MotorWeek* editorial staff for this accomplishment.” The Stinger has a base price of just $31,900 (not including destination charges of $900)[[1]](#endnote-2).

The *MotorWeek* Drivers' Choice Awards are consumer focused and the winners represent the best automotive picks within a large range of lifestyles. As television’s original automotive magazine series, *MotorWeek's* editorial staff evaluates more than 150 cars, trucks, and sport utility vehicles per year, and winners are chosen based on driving dynamics, performance, technology, practicality, fuel efficiency and dollar value.

“Our annual Drivers’ Choice Awards look at vehicles from a buyer’s point of view. We are aware of trends and innovations, and they play a large part in our selection process,” said *MotorWeek* host, John Davis. “We also understand that consumers want value and reliability and that’s where we believe the Kia Stinger hits the sweet spot. It’s practical, great to look at, and can be a performance car or an everyday driver, depending on who’s behind the wheel. Our aim is to produce a list of winners that makes sense, and can be used as a practical guide for car shopping.” *MotorWeek* is a production of Maryland Public Television and is seen nationwide on the PBS broadcast network and on the Velocity cable network.

**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. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-2)