**KIA MOTORS AMERICA ANNOUNCES RECORD JANUARY   
CERTIFIED PRE-OWNED VEHICLE SALES**

***Kia’s Award-Winning CPO Program Posts 2.8-percent Increase Year-to-Date***

* Double digit gains for Sportage and Sedona power Kia’s sales
* Strong brand value continues to fuel Kia’s CPO sales

**IRVINE, Calif., Feb. 22, 2018** – Kia Motors America announced best-ever January Certified Pre-Owned (CPO) vehicle sales with 5,830 units sold, proving consumers continue to gravitate toward the brand’s award-winning lineup of vehicles. Kia’s popular Sportage and Sedona helped drive the brand’s sales with double-digit gains.

Autodata’s[[1]](#endnote-1) January CPO retail sales report confirms when it comes to pre-owned vehicles, Kia continues to attract attention with an overall 2.8-percent increase over the same period last year.

“Record January sales are further proof that Kia’s diverse lineup of world-class vehicles stand out from the crowd,” said Bill Peffer, vice president, sales operations, Kia Motors America. “The brand’s industry-leading warranty coupled with a 150-point inspection provides consumers with added confidence when purchasing a CPO vehicle.”

The IntelliChoice Best Popular Program award is further proof that Kia’s industry-leading warranty coupled with a thorough 150-point Quality Assurance inspection by certified Kia technicians provides consumers piece of mind when buying a pre-owned vehicle,” said Bill Peffer, vice president, sales operations, Kia Motors America. 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.

**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**

1. Autodata Corporation January 2018 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)