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News Release

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2017 FORTE5 OVERVIEW

Kia's Hatchback Gets Hotter with Bolder Exterior Design and Enhanced Content, Including Android Auto¹ and Apple CarPlay^{TM2}

- 2017 Forte5 gets sleeker exterior design inspired by the all-new Optima-
- Available seven-speed dual-clutch transmission-
- Newly available driver assistance features include Rear Cross Traffic Alert and Blind Spot Detection with Lane Change Assist³

Irvine, Calif., Jan. 11, 2016 – Kia Motors America today unveiled the 2017 Forte5 alongside its similarly refreshed sedan sibling at the North American International Auto Show. Along with visual enhancements to the front and rear, the new Forte5 also adds a seven-speed dual-clutch transmission and newly available convenience and driver-assistance features previously introduced on the all-new Optima. Pricing for the 2017 Forte5 will be announced closer to the vehicle's on-sale date in the first half of 2016.

While the new Forte5 maintains its European-inspired hatchback design, it appears bolder than ever for 2017. Like the sedan, the Forte5's front clip is highlighted by a wider version of the signature "tiger nose" grille, similar to the one found on the all-new 2016 Optima. The grille connects redesigned headlights that sweep back around the front fenders, giving the new Forte5 more road presence than the outgoing model. Around back, revised taillights complete the exterior redesign, and higher trim levels go one step further with standard LED daytime running lights and taillights.

Three trim levels remain - LX, EX, and SX – and each one brings something new to the table for 2017. The entry-level LX is handsomely equipped with features such as projector beam headlights and remote keyless entry with trunk opener and is now available with Blind Spot Detection³ with Lane Change Assist and Rear-Cross Traffic Alert, as these advanced driver-assistance systems are optional across the entire range. The EX sees the most changes as previous options – including LED taillights, leather seats, heated front seats, push-button start with Smart Key, and perimeter approach lighting with front-door pocket lighting – are now standard along with UVO eServices⁴. Kia's UVO infotainment system offers Android Auto and Apple CarPlayTM (late availability) compatibility, and is displayed on a 7-inch color touchscreen⁴. Both platforms allow drivers to stay connected by replicating key smartphone apps and functionality on the touchscreen, enabling them to send text messages, access music, or look up driving directions while behind the wheel. The sporty SX trim comes with all that and more, including 18-inch alloy wheels, unique front and rear fascias with red accents, and dual exhaust tip finishers. Also new for the SX is an Orange Color Pack, which further signifies the SX's sporty nature with orange leather seat inserts and contrasting stitching on the seats and shifter.

Underneath the hood, the 2017 Forte5 comes standard with a 2.0-liter GDI four-cylinder engine, which is paired with a six-speed manual transmission or an available second-generation six-speed automatic transmission. Maintaining the sport theme in the SX is a zippy 1.6-liter turbocharged GDI four-cylinder engine, which is now available with a seven-speed dual-clutch transmission. Power ratings and fuel economy figures will be released closer to launch, while 2017 Koup details will be released at a later date.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and PGA and set an all-time annual sales record in 2015, surpassing the 600,000

unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900^{**} flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle^{***}, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia's U.S. manufacturing plant in West Point, Georgia, builds the Optima^{*} and Sorento^{*} and is responsible for the creation of more than 15,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at 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 Android™ is a trademark of Google, Inc.

2 Late Availability. Apple® is a registered trademark of Apple Inc.

3 These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution.

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. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information.

** K900 available in select trims and in select markets with limited availability.

*** Soul EV in select markets with limited availability.

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