



Kia Motors America

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News Release

2016 FORTE KOUP

2016 Forte Koup Offers European-inspired Design and Race-proven Performance

- Fun-to-drive Forte Koup available in two trim levels
- Kia Racing won 2014 and 2015 Pirelli World Challenge Touring Car A class Championships with Forte Koup SX turbo

IRVINE, Calif., Jan. 7, 2016 – The ultra-sporty Forte Koup carries over to 2016 and continues to offer a fun-to-drive two-door version of its sedan and Forte5 siblings. To back up its on-road performance prowess, the second-generation Forte Koup has earned its on-track credentials in the form of back-to-back championships in 2014 and 2015 in the Pirelli World Challenge Touring Car A class, besting brands like Honda and Mazda along the way.

Available in two trim levels: EX and SX, the 2016 Forte Koup EX features a 2.0-liter gasoline direct injected (GDI) four-cylinder engine, while the sportier SX trim features a 1.6-liter turbocharged GDI four-cylinder. The SX comes standard with a six-speed manual transmission and offers an available six-speed automatic with racing-inspired paddle shifters.

The 2016 Forte Koup rides on a MacPherson strut front suspension, and FlexSteer[®], standard on the EX trim, puts the driver in control with settings for Comfort, Normal and Sport, which vary steering effort at the touch of a steering wheel-mounted button¹.

The EX trim's standard features include 16-inch wheels, remote keyless entry with trunk opener, Rear Camera Display², a sliding center armrest and a cooling glove box. Features found in the optional Premium Tech Package include heated front seats, leather seat trim, power sunroof, push-button start with Smart Key and, new for 2016, navigation¹ with HD Radio^{TM3}, power adjustable heated and cooled driver's seat, heated steering wheel, and dual-zone automatic temperature control with center console rear vents. The sporty SX trim comes standard with push-button start with smart key, UVO eServices telematics⁴, a sport-tuned suspension, 18-inch wheels, larger front brake rotors, LED taillights, and a dual exhaust.

Created by Kia's U.S. design studio in Irvine, California, the Forte Koup's sporty two-door profile, swooping roofline, and aggressive stance lend to its racy appearance and provide the backbone of a proven race winner.

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 LPGA 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 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.

² The Rear Camera Display is not a substitute for proper and safe backing-up procedures. The Rear Camera Display may not detect every object behind the vehicle. Always drive safely and use caution when backing up.

³ HD Radio™ and the HD Radio™ logo are proprietary trademarks of iBiquity Digital Corporation.

⁴ No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. Always drive safely and use caution.

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

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

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