**2018 KIA NIRO EARNS TOP SAFETY PICK PLUS RATING FROM**

**INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

***Popular and Practical Hybrid Earns Coveted Safety Accolade***

* Niro scores good ratings in all six IIHS crashworthiness tests including the new passenger-side small overlap front test
* Award increases total number of Kia vehicles with 2018 Top Safety Pick and Top Safety Pick Plus ratings to nine

**IRVINE, Calif., June 19, 2018** —The Insurance Institute for Highway Safety (IIHS) has awarded its best rating possible, Top Safety Pick Plus (TSP+), to the 2018 Kia Niro when equipped with available Forward Collision Warning System (FCWS) and Autonomous Emergency Braking System (AEB)[[1]](#endnote-2) as well high-intensity discharge (HID) headlights.

“The Niro is one of our most popular models,” said Orth Hedrick, vice president, product planning, KMA, “and receiving the highest possible safety rating from IIHS provides yet another reason why it should be the top choice for anyone shopping for a small hybrid SUV.”

The TSP+ rating for Niro increases the total number of Kia vehicles with 2018 Top Safety Pick and Top Safety Pick Plus ratings to nine.

“We’re very pleased with this new TSP+ award for Niro,” William Freels, President of Hyundai America Technical Center, Inc. (HATCI), the research and development center for Kia Motors America. “It validates our efforts to develop vehicles that meet some of the industry’s highest safety standards and it endorses the skill and commitment of our designers and engineers.”

To qualify for TSP+, the IIHS testing parameters require a vehicle earn “Good” ratings in six crashworthiness tests – driver-side small overlap front, moderate overlap front, side impact, roof strength, and head restraint – as well as a “Good” or “Acceptable” rating in the passenger side small overlap front test, an “Advanced” or “Superior” rating for front crash prevention, and a “Good” rating in headlight testing. To qualify for a TSP rating, a vehicle must earn “Good” ratings in five crashworthiness tests—driver-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an “Advanced” or “Superior” rating for front crash prevention, and an “Acceptable” or “Good” rating in headlight testing.

**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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**About Hyundai America Technical Center, Inc.**

As one of Hyundai Motor Group’s (HMG) six centers focused on research and development (R&D), Hyundai America Technical Center, Inc. (HATCI) was established in 1986 in Ann Arbor, Michigan. HATCI is HMG’s design, technology and engineering division for North America. As HMG solidified its position as one of the top five global OEMs, HATCI has grown to include a strong network of engineering disciplines and increased business-focused activities to support North America’s Voice of the Customer.

HATCI supports new model development for HMG’s North American operations and global programs from our dedicated engineering facilities and support staff at affiliate sites located throughout the United States (Alabama, California, Georgia, and Michigan). HATCI’s success in satisfying the demands of increasingly sophisticated consumers is a direct result of HMG’s commitment to the future of American automotive engineering. HATCI upholds a strong R&D philosophy hinged on creative and passionate input of all team members. This philosophy is paramount to HMG’s North American operational strategy and serves as the foundation for engineering excellence and technological advancement.

**\* 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. These systems are not substitutes for safe driving and may not detect all objects in front of the vehicle. Always drive safely and use caution. [↑](#endnote-ref-2)