**VIDEO DEMONSTRATING KIA REAR OCCUPANT ALERT SYSTEM IS NOW AVAILABLE**

***System is Standard on All Telluride Models***

* Rear Occupant Alert system uses ultrasonic sensors to detect passengers in second and third rows
* System issues three separate alerts to help prevent passengers from being left behind in rear seats[[1]](#endnote-2)
* Kia joins coalition of automakers committing to installing rear occupant alert systems in their vehicles by 2025

**IRVINE, Calif., September 10, 2019** — A video is now available demonstrating the Kia Rear Occupant Alert (ROA) system[[2]](#endnote-3) that is standard on all Telluride models.

As announced on September 4, 2019, Kia and members of the Alliance of Automobile Manufacturers and the Association of Global Automakers (representing a majority of automobile sales in the United States) have ratified a voluntary commitment to make rear seat occupant warning systems standard or available in most vehicles by 2025.

“Kia Motors America is proud of its commitment to safety and fully supports the application of all available technology to preserve human life,” says Michael Cole, chief operating officer, Kia Motors America. “The deaths of children left in hot cars, of which there have been 41 this year and 891 between 1990 and 2018[[3]](#endnote-4) are particularly heartbreaking. The Rear Occupant Alert (ROA) system that is standard on all Kia Telluride models is designed to help prevent future tragedies.”

The ROA demonstration video is available to view and download at <https://www.kiamedia.com/us/en/models/telluride/2020/videos#telluride>. A version without voiceover is also available at kiamedia.com.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America has been the highest ranked mass market brand in initial quality for five consecutive years according to J.D. Power, 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 offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.\*

For media information, including photography, visit [www.kiamedia.com](https://nam05.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kiamedia.com%2F&data=02%7C01%7CBrian.Devenny%40zenogroup.com%7C6965780ab9424cf2fbae08d726838c36%7Cb824bfb3918e43c2bb1cdcc1ba40a82b%7C0%7C0%7C637020218748702275&sdata=kxy7M%2B%2B46MY2Y8oSOcl79USMBP%2FcltqQ%2BnbW37uN%2FM0%3D&reserved=0). To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](https://nam05.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kiamedia.com%2Fus%2Fen%2Fnewsalert&data=02%7C01%7CBrian.Devenny%40zenogroup.com%7C6965780ab9424cf2fbae08d726838c36%7Cb824bfb3918e43c2bb1cdcc1ba40a82b%7C0%7C0%7C637020218748707262&sdata=3%2BTG%2BnwKtOkF2fHk6BqGTNMZ%2Bp5VSWx5IpCfdw54q4c%3D&reserved=0).

**\*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.**

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1. To function, Rear Occupant Alert must be activated via the vehicle controls as described in the owner’s manual. Sensors activate when vehicle is locked. To receive smart phone alerts, a compatible device must be used and the Kia Access app downloaded and activated. [↑](#endnote-ref-2)
2. Rear Occupant Alert is not a substitute for one’s attention and may not detect all movement within the vehicle. Always check the vehicle interior when exiting the vehicle. [↑](#endnote-ref-3)
3. Data according to kidsandcars.org. [↑](#endnote-ref-4)