

KIA AMERICA NEWS

**KIA K4 NAMED AMONG LIST OF 2025 WARDS 10 BEST INTERIORS & UX WINNERS**

**IRVINE, CA, May 8, 2025** – The Kia K4 sedan has been named a 2025 Wards 10 Best Interiors & UX award winner. The annual Wards 10 Best Interiors & UX competition evaluates new or heavily redesigned vehicle interiors and user-experience technology, with scoring based on a variety of metrics including design and aesthetics, comfort, materials, fit-and-finish, connectivity and infotainment, displays and controls, as well as advanced driver assist systems and value. For the 2025 awards, 34 vehicles were evaluated.

“We are honored the editors at Wards have recognized the attention to detail we put into elevating the experience inside the K4’s cabin,” said Steven Center, COO & EVP, Kia America. “Our designers worked hard to craft and develop a pleasant space and we’re proud this concept is resonating with Wards’ experts.”

“At a time when the average price of a new vehicle in the U.S. is on the rise, our Kia K4 test car shows that well-performing technology and a strong interior design language are not the sole domain of higher priced mass-market or luxury vehicles. The K4’s available stylish black and white cabin and its advanced graphics and tech features, plus its plentiful passenger and cargo room, earned it high marks from our judges and put it firmly on our 2025 winners’ list,” said Wards 10 Best Interiors & UX program manager and judge, Christie Schweinsberg.

Wards 10 Best Interior & UX judges commended the K4 for a cabin design and layout that elevates the standard for what to expect in a compact sedan. Judges highlighted the K4’s ergonomic and user-friendly controls and features, including an available total combined nearly 30 inches of digital instrumentation.[[1]](#endnote-1) Its advanced connectivity and OTA capabilities[[2]](#endnote-2) further enrich the driving experience. Beautiful display screens, easy phone pairing, and impressive cabin space for the class all contributed to the vehicle’s winning position.

**Kia America – about us**

*Headquartered in Irvine, California, Kia America continues to top automotive quality surveys. Kia is recognized as one of the TIME World's Most Sustainable Companies of 2024. Kia serves as the "Official Automotive Partner" of the NBA and WNBA and offers a range of gasoline, hybrid, plug-in hybrid, and electric vehicles sold through a network of nearly 800 dealers in the U.S., including several cars and SUVs proudly assembled in America\*.*

*For media information, including photography, visit*[*www.kiamedia.com*](https://url.us.m.mimecastprotect.com/s/hzfcCOYLWBsAP7Wp4tvhgUGGGNW?domain=kiamedia.com/)*. To receive custom email notifications for press releases the moment they are published, subscribe at*[*www.kiamedia.com/us/en/newsalert*](https://url.us.m.mimecastprotect.com/s/4YqcCQWjYEU6D20krcks3UGJytk?domain=kiamedia.com)

*\* Select trims of the 2025 all-electric EV6 and EV9 all-electric three-row SUV, Sportage (excludes HEV and PHEV models), Sorento (excludes HEV and PHEV models), and Telluride are assembled in the United States from U.S. and globally sourced parts.*

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1. “Composed of a 12.3” instrument display, 5” climate display, and 12.3” touchscreen infotainment display. Distracted driving can result in the loss of vehicle control. When operating a vehicle, never use a vehicle system that takes your focus away from safe vehicle operation. [↑](#endnote-ref-1)
2. Over-the-Air features and updates may require an additional cost and may vary by model, model year, and trim level. Features, specifications, and fees are subject to change. Kia Connect subscription is required and Kia Connect terms and conditions apply. [↑](#endnote-ref-2)