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KIA AMERICA NEWS

**EPIC ROAD TRIP CONTINUES IN PART TWO OF CREATIVE CAMPAIGN FOR THE 2026 SPORTAGE HYBRID COMPACT SUV**

* **Campaign highlights the enhancements in design, innovation, technology and convenience for the powerful turbo hybrid-driven Sportage**
* **Kia’s longest-running and best-selling nameplate has undergone its most significant change since the fifth-generation model launched more than three years ago**

**IRVINE, Calif., September 15, 2025 –** Kia America continues to revel in the joy, adventure and excitement of the classic American road-trip with the second installment of a two-part creative campaign for the Sportage SUV, this time featuring the 2026 Sportage Hybrid SUV. As the fast-growing brand’s best-selling nameplate, the 2026 Kia Sportage advances design, innovation, technology and convenience across three diverse powertrains, including the powerful turbo hybrid model.

Titled “[Relationship Tripping](https://www.youtube.com/watch?v=FzALXkL-hNI)” and set to “Rock’n Me” by the Steve Miller Band, the spot picks up as the young couple’s cross-country road trip in their Kia Sportage Hybrid SUV continues. Traveling through Tennessee, Nevada, Michigan, Maryland, New York and Maine, they celebrate life milestones along the way, including a stop at a wedding chapel and the gift of a baby onesie. A link to the first spot, “T-Shirt Tripping” can be found [here](https://www.youtube.com/watch?v=bGJmFaezhmU).

As Kia’s longest running nameplate, the Sportage model range undergoes its most significant change since the fifth-generation model launched more than three years ago. The 2026 Sportage delivers more of everything for today’s savvy and adventurous consumers across three distinct powertrain variants – ICE, Turbo Hybrid (HEV), and Turbo Plug-in Hybrid (PHEV) – with an expansive trim range that includes the rugged and capable X-Line and X-Pro Prestige trims.

“Sportage is Kia’s best-selling nameplate for a reason, because it is the perfect SUV for every driver regardless of life stage,” said Russell Wager, vice president, marketing, Kia America. “This campaign highlights how adaptable the Sportage is for a variety of drivers, from a single person, to a couple, to a growing family of three or more. With its segment up cargo room and rear seat legroom; advanced driver assistance features; and a tech-forward cabin; the 2026 Kia Sportage Hybrid is the perfect SUV that can accommodate and adapt to everything people might encounter on the road of life.”

In addition to the 30-second broadcast spots, the campaign includes 15-second shorts, digital, print and out-of-home components as well as paid social media including social skins and banners ads across a variety of platforms including: TikTok, Pinterest, Meta, Reddit and Snapchat.

# **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, visi*[*t 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 a*[*t www.kiamedia.com/us/en/newsalert*](https://www.kiamedia.com/us/en/newsalert)

*\* 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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