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News Release

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2011 KIA SORENTO NAMED TO “TOP 10 FAMILY CARS OF 2011” LIST BY KELLEY BLUE BOOK’S KBB.COM

First Kia Vehicle Built in the U.S.¹ is Lauded For Superior Mix of Ride, Handling and Interior Appeal

- Stylish, family-friendly CUV combines fuel efficiency and spacious interior for the best of both worlds
- Kia’s best-selling vehicle offers families a child-friendly option at an outstanding value

IRVINE, Calif, February 24, 2011 – The 2011 Kia Sorento CUV has received a lot of attention since arriving in January 2010, and that trend continues this week as Kelley Blue Book’s kbb.com names the compact CUV one of the “Top 10 Family Cars of 2011.” Recognized for its exceptional mix of ride and handling as well as a stylish and functional interior, the 2011 Sorento has achieved a number of historic firsts for Kia, including becoming the company’s first vehicle to surpass 100,000 units in a single year and being the first vehicle built at Kia Motors Manufacturing Georgia (KMMG) in West Point, Georgia.

The Sorento combines Kia’s distinctive design language with a comprehensive list of standard safety, convenience and technology features and was named a 2010 “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS).

“Sorento’s recognition as one of the ‘Top 10 Family Cars of 2011’ by Kelley Blue Book’s kbb.com is well deserved with its striking design and standout combination of performance, safety equipment and family friendly features,” said Michael Sprague, vice president, marketing & communications, Kia Motors America. “As one of several recently introduced and dynamically styled products from Kia, Sorento accounts for more than 30 percent of our sales volume, making it the most popular vehicle in the Kia lineup.”

Editors from Kelley Blue Book’s kbb.com judged vehicles based on characteristics that make vehicles family-friendly, including safety, comfort, economy of operation, child-friendliness, a reasonable purchase price and good resale value. The kbb.com editors believe that all of the worthy vehicles on this year’s “Top 10 Family Cars of 2011” list will provide an excellent ownership experience for the families who choose to make them their own.

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¹ Kia vehicles assembled at the Kia U.S. plant are assembled from U.S. and globally-sourced parts.

“The 2011 Kia Sorento is our new favorite in what we often label the two-and-a-half-row segment,” say editors from Kelley Blue Book’s kbb.com. “If you need three rows on a daily basis or plan on putting adults in the way back, you’ll be better served by something larger. But if your three-row needs are occasional and involve at least a couple elementary-schoolers, the 2011 Kia Sorento is a more affordable, more fuel-efficient, more maneuverable alternative. A superior mix of ride, handling and interior appeal helped cement the Sorento’s spot on this year’s list of ‘Top 10 Family Cars’.”

About the 2011 Kia Sorento

The 2011 Sorento, the first vehicle to roll off the line at Kia’s new state-of-the-art manufacturing facility in West Point, Georgia, encompasses both the brand’s signature design cues as well as its distinct combination of value, safety and style. The 2011 Sorento, which has been Kia’s best-selling vehicle each month since going on sale in January 2010, offers consumers a well-equipped, well-appointed CUV, suited perfectly for the fun, dynamic and discerning driver. Available in LX, EX and SX trim levels, the 2011 Sorento features a starting MSRP of \$22,395².

2011 Kia Motors America Product Line

Kia’s model year 2011 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, Rio sub-compact sedan, Rio5 sub-compact hatchback and Sedona minivan.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the “Official Automotive Partner of the NBA.” In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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² Starting price is manufacturer’s suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$795 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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