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## News Release

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### **2011 KIA SORENTO NAMED ONE OF THE “BEST FAMILY CARS OF 2011” BY PARENTS MAGAZINE AND EDMUNDS.COM**

#### ***Kia Motors’ Popular CUV Praised for Overall Value and Cargo Capacity***

- Editors note the best-selling Kia Sorento’s car-like handling and available third row seating
- Family-friendly CUV offers a variety of standard safety and convenience features, excellent fuel economy and class-leading power<sup>1</sup>

**IRVINE, Calif., June 7, 2011** – The 2011 Sorento has earned tremendous critical and consumer acclaim since arriving in showrooms, and now Kia Motors’ best-selling vehicle in the U.S. for 17 consecutive months has been recognized as one of the “Best Family Cars of 2011” by *Parents* magazine and Edmunds.com. The U.S.-built\* Sorento was selected for offering families a variety of standard safety and convenience features, including optional third row seating, a spacious interior and responsive handling at a tremendous value and low starting price. A proven family favorite, the Sorento previously was named to the “Best Cars for Families” list by *Kiplinger’s Personal Finance* and “Top 10 Cars for 2011” by *Kelley Blue Book’s* kbb.com.

“This honor from *Parents* magazine and Edmunds.com is a testament to the Sorento’s great styling and long list of standard safety features which has continued to resonate with U.S. families since its launch last year,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “The Sorento is built in our first U.S. plant in West Point, Georgia and exemplifies Kia’s commitment to producing high-quality and fuel efficient vehicles designed to withstand the rigors of family life while exceeding the expectations of our consumers. We have seen many new customers drawn to the Kia brand due to the Sorento’s popularity, and our dealers have done an outstanding job of explaining the CUV’s family-friendly benefits and exceptional value proposition.”

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\* Assembled in the United States from U.S. and globally sourced parts.

<sup>1</sup> Class-leading power with V6 engine only; based on available 2011 MY information.

## **Sorento Named to *Parents Magazine* and Edmunds.com's "Best Family Cars of 2011" List**

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Editors from *Parents* magazine and Edmunds.com selected the top three vehicles in five categories: crossover, budget, eco-friendly, big cars and sedan. Vehicles were judged on their fuel efficiency, safety, handling and family-friendly features. All vehicles recognized on the list come standard with a full set of front, side and side-curtain air bags, antilock brakes and electronic stability control. For more information about the *Parents* magazine and Edmunds.com "Best Family Cars of 2011" list please visit <http://www.parents.com/parenting/money/car-buying/best-family-cars/>.

### **About the Kia Sorento**

The 2011 Sorento, the first vehicle to roll off the line at Kia's 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 \$21,195<sup>2</sup>.

Production of the 2012 Kia Sorento recently began and the updated CUV now offers class-leading power<sup>3</sup> (191 hp) and fuel economy<sup>4</sup> along with cutting-edge technologies, including an available gasoline direct injection (GDI) engine and Kia's new UVO powered by Microsoft<sup>®5</sup> hands-free infotainment and communications system based on the Windows Embedded Automotive platform. Also new for the 2012 model year are power-folding mirrors, memory seat/power passenger seat, ventilated driver's seat and heated and wood trim steering wheel. The 2012 Sorento features a starting MSRP of \$21,250<sup>6</sup> for the base trim.

### **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.

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<sup>2</sup> 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.

<sup>3</sup> Class claim based on comparison of 2011 and available 2012 compact CUVs with V6 and 2.4L GDI engines as of May 2011.

<sup>4</sup> Class claim based on comparison of 2011 and available 2012 compact CUVs with 2.4L GDI engines as of May 2011.

<sup>5</sup> Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

<sup>6</sup> Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$800 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

**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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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