



## News

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## Kia Named Best Car Manufacturer By Which?

- Kia wins the title at its first attempt
- Which? Praise superb cars, value and market-leading seven year warranty
- Which? members rate Kia for satisfaction and reliability

**(SEOUL) June 25, 2012** – Which? has named Kia as its Best Car Manufacturer for 2012 in its annual awards, praising the company's "superb new range of cars" as well as the brand's excellent value for money and "industry-leading" seven year warranty.

Presenting the award, Which? Chief Executive, Peter Vicary-Smith, said, "This is the first time Kia has made the short-list and to walk off with the title is a significant achievement."

He went on to praise Kia for being one of the top ranked brands in the 2012 Which? Car survey for both customer satisfaction and reliability. Kia beat off competition from BMW, Hyundai, Skoda and Toyota to take the prize.

Which? said in its commendation, "Kia's new Rio, Sorento and Picanto have all impressed in our Test Lab, while the new cee'd and Optima get the thumbs-up from our initial road tests. Compared to where it was just five years ago, we feel that Kia is the most improved car brand around."

Kia Motors (UK) Limited Managing Director Michael Cole said, "We are absolutely delighted to win this award – especially at the first attempt. It marks the culmination of several years of hard work by our designers, engineers and by our dealers who are as committed as we are to giving our customers an outstanding buying and ownership experience. We see this as a great honor as Which? has a long history of championing the consumer and being remarkably thorough in its testing process."

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Which? is the UK's biggest not-for-profit consumer organization, now more than 50 years old, and has a strong record in recommending only thoroughly tested products to its more than one million subscriber base. It seeks to advise its subscribers and campaigns to improve safety and fairness.

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*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*