**2014 KIA SORENTO NAMED TO "TOP 10 CARS OF THE YEAR" LIST BY HISPANIC MOTOR PRESS AWARDS**

*Sorento Tops the Crossover Segment in Fourth Annual Awards*

* Sorento selected as one of the best vehicles for Hispanic families
* Sorento earns judges’ praise for performance, styling and overall value

**IRVINE, Calif., Nov. 26, 2013** – Kia Motors America’s (KMA) top-selling crossover utility vehicle, the 2014 Sorento, was recently named one of the “Top 10 Cars of the Year” by the Hispanic Motor Press Awards. The Sorento took top honors in the competitive crossover segment of the annual survey of influential Hispanic journalists by virtue of its sleek styling, improved ride and handling and outstanding value proposition with a base price of $24,100[[1]](#endnote-1).

“Quality and value have universal appeal among car buyers, and the Kia Sorento offers both,” said Michael Sprague, executive vice president, marketing & communications, KMA. “With its multiple trim levels and wide array of standard features – all at an affordable price – the Sorento has earned many accolades, and we’re honored to count the Hispanic Motor Press Awards recognition among them.”

The Hispanic Motor Press Awards honor the Top 10 Cars of the Year annually at the Los Angeles Auto Show. The Hispanic Motor Press Awards jury evaluates vehicles in 10 categories and in search of offerings that represent the best value, design, comfort, safety and functionality for Hispanic families.

“The crossover segment is gaining popularity among consumers, and the size and attributes of these vehicles fit the needs of the family. The all-new Kia Sorento shows that this automaker is paying attention to what consumers want today. It won not because of its price, but because it is the best overall value in its class,” said the HMPA jury director, Ricardo Rodriguez-Long.

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**About the 2014 Sorento**

The 2014 Sorento is no mere mid-cycle refresh. It rides on an all-new platform and offers a new V6 engine, more passenger room and a new top-of-the-line trim, the SX Limited. From a styling perspective, redesigned front and rear fascias incorporate new lighting elements, the 17-inch and 18-inch alloy wheels have been redesigned and a larger 19-inch alloy wheel is offered on the SX as well as the all-new SX Limited. Inside, the center console, gear shift housing, instrument cluster, and soft-touch surfaces have all been redesigned. Other available features include second row sliding sunshades and heated front seats, panoramic sunroof, a programmable power lift gate, heated second row seats and more. The 2014 Sorento also features the next generation voice-activated telematics system, UVO eServices.

**Kia’s Unprecedented Growth**  
           Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and one of the lowest costs of ownership in the industry. Kia recently moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, and is poised to continue its momentum with seven all-new or significantly redesigned vehicles scheduled to arrive in showrooms in 2013. Over the past decade Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

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**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

**About Kia Motors America**

Kia Motors America 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 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

**About Hispanic Motor Press Awards**

The independent judging for best overall vehicles started in 2010 as a response to requests from the Hispanic consumer about the best options available to them. The vehicles are evaluated for their attributes and the winners represent the best option for the Hispanic family or small business owner in each automotive segment. The winners must excel with a high degree of engineering and quality. Their safety features must offer superior protection for all of the occupants. All these vehicles must incorporate the latest in infotainment and mobile connectivity. Additionally, they all have high efficiency engines that yield great fuel economy. Their pricing and projected residual values offer great value within their respective segments. Current and previous winners can be found at www.hispanicmotorpressawards.com.

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1. MSRP for Sorento LX. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-1)