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**NEWS
FOR IMMEDIATE RELEASE**

**Kia takes first place in Auto Bild magazine’s Quality Report 2015**

* **Kia ranks highest among 20 leading carmakers on German market for customer satisfaction, reliability and long-term quality**

**(SEOUL) December 11, 2015** – Kia Motors has been named in first place according to the Quality Report 2015 published by Auto Bild magazine (issue 50/2015), which rates customer satisfaction, reliability and long-term quality of the 20 leading automotive brands on the German market. Kia shared the top position with Mazda with an overall rating of 2.14 (on a scale of 1 to 5).

Auto Bild’s annual quality report, which was first published in 2001, calculates each manufacturer’s overall rating based on seven sets of data – the results of a Forsa customer satisfaction survey (8,187 respondents) commissioned by Auto Bild, the number of vehicle recalls and incidences of remedial work, the latest TÜV report (almost 9 million general technical inspections), manufacturers’ warranties and three categories contributed by the Auto Bild editors themselves: long-term vehicle test results, garage test results and analysis of criticisms from more than 10,000 reader letters that pour into the magazine’s “Kummerkasten” (agony column) every year.

“Our quality aspirations extend from our R&D centers, design studios and production facilities – more than half of new Kia cars sold in Germany come off the production line at our cutting-edge European factory in Slovakia – to the sales and service areas of the business where we have made great strides by restructuring our dealership network and living up to our promise of placing top priority on continuously increasing quality,” said Steffen Cost, COO of Kia Motors Germany.

**\*\*\*more\*\*\***

Thanks to its industry-leading 7-year manufacturer’s warranty in Europe, Kia was the only carmaker to be awarded a score of 1 for its warranty. But the brand also scored exceptionally high in the customer satisfaction survey, number of recalls (none at all to date in 2015) and “Kummerkasten” complaints, while it consistently received “very good” to “good” results in all long-term tests on Kia vehicles (at least 100,000 km).

**Auto Bild Quality Report 2015 – all brands, positions and scores**

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| --- | --- |
| 1. Kia (2.14) | 11. Opel (3.0) |
| Mazda (2.14) | Renault (3.0) |
| 3. Honda (2.43) | Seat (3.0) |
| Hyundai (2.43) | 14. Audi (3.,14) |
| Toyota (2.43) | Skoda (3.14) |
| 6. Volvo (2.57) | 16. Citroën (3.17) |
| 7. BMW (2.71) | Peugeot (3.17) |
| Dacia (2.71) | 18. Ford (3.29) |
| Nissan (2.83) | VW (3.29) |
| 10. Mercedes (2.86) | 20. Fiat (3.33) |

**About Kia Motors Corporation**

*Kia Motors Corporation (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 3 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US$45 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

*For more information about Kia Motors and our products, please visit our Global Media Center at* [www.kianewscenter.com](http://www.kianewscenter.com)**.**

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