**2018 KIA RIO WINS HISPANIC MOTOR PRESS FOUNDATION AWARD**

**All-New Subcompact Named One of the 10 Best Vehicles for Hispanic Families**

**IRVINE, Calif., December 11, 2017** – The all-new 2018 Kia Rio was named among the 10 Best vehicles for Hispanic families by the Hispanic Motor Press Foundation, taking top honors in the subcompact car category. The Rio’s outstanding combination of fuel efficiency, innovative technology, fun-to-drive character and value helped it win high marks from the Hispanic Motor Press judges.

“This fourth-generation Rio makes significant improvements over its predecessor in design, technology and passenger comfort, and our latest Hispanic Motor Press Foundation award is a testament to Kia’s unbeatable combination of quality, reliability and value," said Orth Hedrick, vice president of product planning, Kia Motors America. “Hispanic consumers are savvy shoppers and look for vehicles that check off a number of requirements that consumers look for.”

The Hispanic Motor Press Awards has over 250 new car models to choose from. A highly influential jury panel for the 2018 awards is comprised of car expert journalists, bloggers and industry influencers. They evaluate the vehicles from their perspective keeping the Hispanic audience’s preferences foremost in their minds. They take into account overall design, comfort, safety, performance, functionality, accessory content, driver satisfaction, consumer final cost and overall value package. The final ten vehicles are the best in their class and provide proven options as the best overall selection for the needs and desires of Hispanic families.

Available in three trims – LX, S and EX – the all-new 2018 Rio is powered by a carryover but enhanced Gamma 1.6-liter GDI four-cylinder engine with improved fuel efficiency[[1]](#endnote-1), better responsiveness and low-speed driving dynamics. In addition, the Rio rides on a longer and wider platform designed to improve driving dynamics and create a more spacious interior. Despite its small footprint, the Rio offers a generous roster of technology including Bluetooth® hands-free[[2]](#endnote-2) functionality, a six-speaker stereo with satellite radio and an available rear-view camera system[[3]](#endnote-3). Available only on the top-tier EX trim is a seven-inch floating touchscreen interface, UVO3 voice recognition infotainment system[[4]](#endnote-4) and smartphone integration through Android AutoTM[[5]](#endnote-5) and Apple CarPlayTM[[6]](#endnote-6), all of which are surprising features in the sub-compact car segment.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand. Kia serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly built in West Point, Georgia\*

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**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

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1. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-1)
2. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc., and any use of such marks by Kia is pursuant to license. A Bluetooth® enabled device is required to use Bluetooth® wireless technology. [↑](#endnote-ref-2)
3. Rear-Camera Display are not substitutes for safe driving, and may not detect all objects behind vehicle. Always drive safely and use caution. [↑](#endnote-ref-3)
4. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. [↑](#endnote-ref-4)
5. Android Auto is a trademark of Google Inc. [↑](#endnote-ref-5)
6. Apple Carplay is a trademark of Apple Inc. [↑](#endnote-ref-6)