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## News Release

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### **KIA SORENTO AWARDED “TOP SAFETY PICK” BY INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

#### ***2011 CUV Wins Highest Recognition from IIHS***

- Sorento receives top ratings for front, side, rollover, and rear impact protection
- CUV becomes fourth new generation Kia vehicle to be named “Top Safety Pick”

**IRVINE, Calif., June 2, 2010** – Joining the 2010 Forte compact sedan and 2010 Soul urban passenger vehicle, the 2011 Sorento compact utility vehicle has been recognized as a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS) in the midsize SUV category when built after March 2010. Sorento, which went on sale earlier this year, received the organization’s top honor by earning “Good” ratings – the highest achievable – in frontal, side, rear and rollover impact crash safety tests. The Sedona minivan also received the IIHS “Top Safety Pick” and “Safest Minivan Ever Tested” distinction shortly after its launch in 2006, and again in 2007, 2008 and 2009.

“In addition to offering consumers outstanding quality, appealing new design, comfort and value, the Kia brand is first and foremost committed to providing the highest levels of passenger safety,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “The 2011 Sorento is an example of Kia’s ongoing and rapid vehicle expansion, demonstrating that buyers can have an affordable, well-equipped and attractive CUV without sacrificing impressive levels of crash protection.”

Ratings from the Institute are based on results from frontal, side and rear impact crash tests, and for 2010 a good performance in a roof strength test to measure protection in a rollover also was required to win. Each vehicle’s overall evaluation was based on various measurements specific to each crash angle, and overall impact on crash test dummies inside the vehicle at the time of collision. All vehicles must have electronic stability control available to be eligible.

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## **Kia Sorento Recognized as “Top Safety Pick” by IIHS**

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The 2011 Sorento offers the safety-minded consumer a plenty of standard safety equipment. All trims (LX, EX and the soon-to-be-available SX) come outfitted with driver and passenger advanced front airbags, front seat-mounted side airbags, side curtain airbags and front active headrests, four-wheel Antilock Brake System (ABS), Electronic Stability Control (ESC) and Electronic Brake Distribution (EBD). Hill Start Assist Control (HAC) and Downhill Brake Control (DBC) also come standard on all models, the former assisting in preventing the vehicle from rolling backward when trying to pull away from an uphill gradient, while the latter helps keep the vehicle moving straight and steady down steep grades.

The first vehicle to roll off the line at Kia’s new state-of-the-art manufacturing facility in West Point, Georgia<sup>1</sup>, the 2011 Sorento encompasses both the brand’s signature design cues as well as its distinct combination of value, safety and style. The 2011 Sorento, which went on-sale in early-January, offers consumers a well-equipped, well-appointed CUV with best-in-class horsepower<sup>2</sup> suited perfectly for the fun, dynamic and discerning driver.

### **Kia Motors America in 2010**

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand’s continued gains in U.S. market share. With four new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft<sup>®3</sup> infotainment system (expected to be available in select Kia models in the U.S. later this year). The launch of the 2011 Sorento CUV, the official vehicle of the NBA, further enhances the lineup, and is now in dealerships.

### **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 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

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<sup>1</sup> Kia vehicles assembled at the Kia U.S. plant are assembled with U.S. and globally sourced parts.

<sup>2</sup> Best-in-class power with V6 engine only; compared to competitive 2010MY vehicles.

<sup>3</sup> Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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Kia Motors America is the “Official Automotive Partner of the NBA.” 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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