

# NEWS



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## **KIA OPTIMA AND SEDONA RECEIVE STRATEGIC VISION TOTAL VALUE AWARDS**

### **Vehicle Owners Recognize Sedan and Minivan for the Quality of Ownership Experience**

IRVINE, Calif., Oct. 9, 2006 – Owners of the all-new Kia Optima sedan and Sedona minivan have expressed extreme satisfaction with their new cars as both products earned top honors in their respective categories in Strategic Vision's 2006 Total Value Index (TVI). The San Diego-based research firm's calculations correlate various economic issues with the overall quality of the ownership experience.

Strategic Vision surveyed more than 64,000 new car buyers who purchased their vehicle between October 2005 and March 2006, asking an array of questions about their first 90 days of ownership. Components of Total Value include reliability, warranty, anticipated resale value and durability.

"The Total Value Awards are a significant achievement because they are a direct reflection of the positive experience Kia owners are having with their new vehicles," said Len Hunt, executive vice president and COO, Kia Motors America. "The all-new Optima and Sedona offer high levels of comfort, convenience and safety at a tremendous value, and is further proof of the excitement our next generation products are delivering to the brand."

The Sedona minivan earned a five-star crash safety rating from the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and was awarded the Gold Top Safety Pick for its impressive performance with top ratings in frontal, side and rear impact crash tests by the Insurance Institute for Highway Safety (IIHS). Sedona combines great value with a high level of standard features and equipment, including class-leading horsepower, fold-in-the-floor third row seating and three separate climate zones. The first generation Sedona received Strategic Vision Total Value Awards in 2002 and 2004.

With six standard airbags, the new Optima continues Kia's commitment to offering the highest level of standard safety features in all of its vehicles, and the sedan received a "Good" rating – the highest possible – from the Insurance Institute for Highway Safety (IIHS) for the rear and frontal offset crash tests. Completely redesigned in 2006, Optima offers consumers a generous list of desirable features and a distinctive exterior design, blending modern and sporty styling cues for distinctive character both inside and out.

Kia Motors America, the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea, offers a full line-up of vehicles at more than 600 retailers nationwide. For more information and vehicle photography please visit [www.kiamedia.com](http://www.kiamedia.com).

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