



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Alex Fedorak  
949.468.4813  
Afedorak@kiausa.com

**2009 KIA SEDONA NAMED AS A “BEST BUY” BY CONSUMERS DIGEST**

***Minivan Chosen for Value, Convenience and Style***

- Kia minivan offers abundance of standard safety features and amenities
- Value-laden minivan honored once again for design and performance characteristics

**IRVINE, Calif., Nov. 5, 2008** – Already a recipient of numerous awards and accolades, including a “Good” rating by the Insurance Institute for Highway Safety (IIHS), a five-star crash safety rating from the National Highway Traffic Safety Administration (NHTSA)<sup>1</sup> and topping Strategic Vision’s Total Quality Index (TQI) survey, the 2009 Kia Sedona is now named as a Consumers Digest “Best Buy” for the second consecutive year.

“It is an honor to have Sedona recognized yet again” said Byung Mo Ahn, group president and CEO of Kia Motors America (KMA) and Kia Motors Manufacturing Georgia (KMMG). “Being named a ‘Best Buy’ by Consumers Digest goes to the heart of Kia Motors’ commitment to offering consumers value-minded and comfortable vehicles with outstanding safety features.”

Basing its decision on a vehicle’s purchase price and ownership costs in relation to factors including comfort, performance, styling and utility, Consumers Digest determines a “Best Buy” by evaluating each vehicle against a checklist of various design and performance characteristics, including styling, interior ergonomics, seating, accessories and amenities, cargo space, fit and finish, starting and acceleration, shifting/transmission, steering and handling, braking, ride quality and fuel economy.

- more -

---

<sup>1</sup> Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). Model tested with standard side-impact airbags (SABs).

The current generation Sedona, both Long and Short Wheel Bases, offers standard safety features including six standard airbags (dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags for all three seating rows), a four-channel, four-sensor, antilock brake system (ABS), electronic brake distribution (EBD), a traction control system (TCS), a brake assist system (BAS) and a tire pressure monitoring system (TPMS).

In addition to superior standard safety features and amenities offered on the previous generation model, the 2009 Sedona also now offers SIRIUS satellite radio capability, with auxiliary and MP3-USB connection, standard on all trim levels with three months complimentary service and an optional navigation system for the EX trim line.

### **About Kia Motors America**

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. 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.”

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).

# # #