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## **2009 KIA SEDONA**

### ***Award-Winning Minivan Offers Class-Leading Safety and Value***

- Standard features and creature comforts make Sedona a top choice
- Kia minivan offers outstanding, class-leading safety

**IRVINE, Calif., Nov. 17, 2008** – 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>, being named “Best Minivan” by *MotorWeek* and topping Strategic Vision’s Total Quality Index (TQI) survey, the Kia Sedona minivan, available in Long Wheelbase (LWB) and Short Wheelbase (SWB) models, returns to its segment as a class-leader in safety and value.

New for the 2009 Sedona is SIRIUS Satellite Radio capability<sup>2</sup>, with auxiliary and MP3-USB connection, standard on all trim levels (Base, LX and EX) with three months complimentary service<sup>1</sup> and an optional navigation system for the EX trim line.

### **Exceptional Standard Safety**

The original Sedona received the company’s first five-star crash safety rating for each seating position from the U.S. government, while the current generation has continued the trend by winning another five-star crash safety rating in 2007 and being named a “Top Safety Pick” by IIHS in 2007, 2008 and 2009. Both SWB and LWB Sedonas offer a long list of standard safety equipment 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). Sensors controlling the dual advanced front air bags determine the position of the seat, if the seat belt is buckled, whether the front passenger seat is occupied and the severity of a frontal impact before deployment.

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<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)). Models tested with standard side airbags (SABs).

<sup>2</sup> Customers must renew SIRIUS subscription after trial period if they wish to retain service.

A four-channel, four-sensor, antilock brake system (ABS) also is standard on both versions. This system incorporates electronic brakeforce distribution (EBD), which takes into account the load the vehicle is carrying and its weight distribution, and ensures that the appropriate stopping force is used. The EBD adapts to individual wheel grip conditions, which helps to improve both control and stability.

Additional standard safety equipment includes a tire pressure monitoring system (TPMS) and active front headrests, while standard features such as an electronic stability control program (ESC) and a traction control system (TCS) ensure a smoother and safer ride.

Working with the standard ABS with ESC, EBD and TCS, the system can apply individual brakes selectively to control oversteer and understeer as needed to help the driver maintain control on slippery surfaces or during certain emergency maneuvers. Being able to control any or all of the brakes allows the ESC system to provide responsiveness, control and enhanced accident avoidance capabilities to help the driver, although ESC is not a substitute for safe driving procedures.

The TCS uses brake and engine torque intervention to enhance traction during launch and acceleration on road surfaces. If the ABS detects wheel slip, it signals the engine control unit to adjust engine torque output accordingly. TCS also senses when one or more wheels spin faster than the vehicle's speed, and if this condition is present it applies the brakes to that wheel or wheels. Working together, the two systems limit wheel spin and help the driver maintain control.

### **Superior Performance**

Offering impressive horsepower and torque, Sedona's 3.8-liter DOHC 24-valve V6 engine produces 250 horsepower and 253 pound-feet of torque. The aluminum block engine is mated to a five-speed Sportmatic™ transmission. With four-wheel independent suspension, this generation Sedona is designed to be more rewarding to drive than its competitors.

Sedona's four-wheel independent suspension system is comprised of MacPherson struts with coil springs and a stabilizer bar in the front, while the rear uses a multi-link design with coil springs and a stabilizer bar.

Stopping power comes from a power-assisted four-wheel-disc braking system with large-diameter vented front disc brakes (11.7 inches) and solid rear disc brakes (11.9 inches). Sedona models come standard with 16-inch steel wheels and 225/70R16 tires on all SWB and LX LWB models, and 17-inch alloy wheels fitted to 235/60R17 tires are standard for EX LWB models.

### **Spacious, Adaptable and Comfortable**

Competitively sized, the seven-passenger LWB Sedona's generous dimensions and unibody construction offer impressive passenger and luggage space and an improved ride and handling. Adding to its space and versatility, flip-and-fold second row seats provide easy access to third row seating on both LWB and SWB versions. A simple-to-operate 60/40-split folding-into-the-floor third row seat is standard on all LWB models to create a larger flat cargo area, while a 50/50-split folding, removable third row seat is standard on the SWB model.

The LWB Sedona comes in two trim levels – LX and EX – while the SWB version comes in a base model. All Sedonas maintain Kia Motors' tradition of high value by offering a generous list of standard features and amenities. Besides SIRIUS Satellite Radio, ABS, six airbags and a five-speed Sportmatic transmission, the SWB Sedona and LWB Sedona LX also come with air conditioning, sliding doors with power windows, power mirrors and door locks, cruise control, an AM/FM/CD audio system that includes an auxiliary and USB-MP3 input jack, captains chairs for the second row and keyless entry.

The LWB Sedona EX adds fog lights, eight-way power-adjustable driver's seat, four-way power-adjustable passenger's seat, heated power mirrors, an eight-speaker AM/FM/CD/MP3 audio system with auxiliary input jack, auto-dimming rear view mirror with HomeLink<sup>®</sup>, leather-wrapped steering wheel, power rear quarter glass, trip computer with compass, roof rack and an optional navigation system, new for 2009.

In addition to the LX and EX model standard equipment, the LWB Sedona offers several option packages for maximum convenience and entertainment. These options include: memory setting for driver's seat, outside mirrors, adjustable pedals; heated front seats; power sliding doors and liftgate; and a 660-watt premium entertainment system featuring a DVD player with an eight-inch monitor and a 13-speaker Infinity<sup>®</sup> surround sound system.

### **Industry-Leading Warranty**

Like all Kia models, Sedona is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive coverage program.

### **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).

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