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## News Release

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### **2010 KIA SEDONA**

#### ***Kia Motors' Award-Winning Minivan Offers Abundance of Value, Convenience and Safety Features***

- Kia minivan surpasses competition with class-leading safety
- Plethora of standard comfort and convenience features offered

**IRVINE, Calif., October 1, 2009** – Recognized for numerous accolades in 2009, the Kia Sedona minivan returns to the 2010 line-up and remains a segment leader in value and safety. Highly praised with a “Good” rating and being chosen as a Top Safety Pick while being noted as the safest minivan ever tested by the Insurance Institute for Highway Safety (IIHS), a five-star crash rating from the National Highway Traffic Safety Administration (NHTSA) and named a “Best Buy” by Consumer’s Digest, Sedona offers Long Wheelbase (LWB) and Short Wheelbase (SWB) models.

The 3.8-liter V6 engine has been retuned for the 2010 Sedona and provides improved fuel economy, now with an EPA rating of 17/23 city/highway. Also new on LX and EX models is a standard back-up warning system, to alert drivers when they are too close to an object directly behind the vehicle.

#### **Exceptional Standard Safety Features**

An eight-time recipient of a five-star crash rating from the NHTSA for each seating position<sup>1</sup> and a “Top Safety Pick” by IIHS for three consecutive years, the 2010 Sedona (both SWB and LWB models) offers consumers invaluable protection provided by an extensive list of 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), active front headrests, a four-channel, four-sensor, Antilock Brake System (ABS) with Electronic Brakeforce Distribution (EBD), which takes into account vehicle load and weight distribution and ensures the appropriate stopping force is used. The EBD adapts to individual wheel grip conditions, to help improve both control and stability.

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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).

Additional standard safety equipment for the 2010 Sedona includes a Tire Pressure Monitoring System (TPMS) while Electronic Stability Control (ESC) and a Traction Control System (TCS) ensure a smoother and safer ride.

Working in conjunction with the ABS, the TCS uses brake and engine torque intervention to enhance traction during launch and acceleration on road surfaces. If the ABS system 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.

Working with the standard ABS with EBD and TCS, the ESC 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.

### **Superior Performance**

For 2010, Sedona's retuned 3.8-liter DOHC 24-valve V6 engine produces an impressive 244 horsepower and 253 pound-feet of torque, and has improved city fuel economy of 17/23 mpg city/highway. This aluminum block engine continues to be mated to a five-speed Sportmatic™ transmission with a four-wheel independent suspension, 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 sophisticated ride and handling. Adding to its space and versatility, flip-and-fold second row seats provide easy access to third row seating on 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's tradition of high value by offering a generous list of standard features and amenities. Besides standard SIRIUS Satellite Radio with three months complimentary service<sup>1</sup>, ABS, six airbags and a five-speed Sportmatic™ transmission, the SWB Sedona and LWB Sedona LX also comes standard with air conditioning, sliding doors with power windows, power mirrors and door locks, cruise control, an AM/FM/CD/MP3/Sat audio system that includes an auxiliary and USB-MP3 input jack, captain's chairs for the second row and keyless entry. The back-up warning system, which was part of the Power and Luxury Packages in 2009, also now comes standard on LWB models, and is used to alert the driver of an object in close proximity to the vehicle.

The LWB Sedona EX adds fog lamps, six-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®, leather-wrapped steering wheel, power rear quarter glass, trip computer with compass and a roof rack. The 2010 LWB Sedona EX now brings with it a standard rear view camera in addition to the back-up warning system to help the driver better see surroundings and reverse more safely.

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<sup>1</sup> Customers must renew SIRIUS subscription after trial period if they wish to retain service.

In addition to the LX and EX model standard equipment, the LWB Sedona offers several option packages for maximum convenience and entertainment. The Power Package, available only on the LWB LX, offers dual power sliding doors and the rear view camera. The Luxury Package, available on the LWB EX, combines leather seats, heated front seats, power-adjustable pedals, driver's memory seat, mirrors and adjustable pedals, tri-zone automatic temperature control, steering wheel-mounted audio controls and a sunroof. Additional options on the LWB Sedona include a 660-watt premium entertainment system featuring a DVD player with an eight-inch monitor and a 13-speaker Infinity® surround sound system, navigation system (on EX models with Luxury Package only), roof rails and floor mats.

### **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 or 100,000-mile limited powertrain warranty, a five-year or 60,000-mile limited basic warranty, and a five-year or 100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan is also part of the comprehensive coverage program.

### **Kia Motors Product Line**

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the rugged 2011 Sorento CUV arrives in showrooms in January 2010.

### **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 650 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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).