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2009 KIA SORENTO

Midsize SUV Boasts Impressive Power, Safety Features and Refinement

- Sorento remains rugged and sporty with body-on-frame construction
- Sophisticated features offer sense of polished comfort

IRVINE, Calif., Nov. 17, 2008 – A recipient of an Insurance Institute for Highway Safety (IIHS) “good” rating, a two-time recipient of a National Highway Traffic Safety Administration (NHTSA) five-star crash safety rating for all four seating positions¹ and a “Best Bet” by *The Car Book 2007*, the 2009 Sorento midsize SUV continues to bring to its segment the capabilities, practicality and safety features of an authentic body-on-frame SUV while maintaining a level of refinement found in luxury vehicles.

More Power and Performance

Carrying over for 2009 is the all-aluminum 3.3-liter V6 engine introduced in 2008, standard on all LX trim level models. Emitting 242 horsepower, 228 pound-feet of torque and able to tow up to 3,500 pounds, the 3.3-liter is more powerful than comparable engines in the Dodge Nitro, Jeep Liberty and Jeep Grand Cherokee.

All EX models remain standard with the 3.8-liter V6 engine, which produces 262 horsepower, 260 pound-feet of torque and a competitive 5,000-pound towing capacity². Both engines are mated to an electronically controlled five-speed Sportmatic[®] transmission, allowing drivers to choose between automatic or manual shift mode, and yield impressive fuel economy for their segment.

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¹ Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact airbags (SABs).

² Comparison based for 2008MY vehicles

Featuring large four-wheel disc brakes and standard 16-inch tires and wheels, Sorento is a serious performer, on- and off-road. A rugged, authentic SUV, Sorento features body-on-frame construction with nine crossmembers, a double wishbone front suspension and a five-link solid rear axle. A long wheelbase (106.7 inches) and wide track (62.2 inches) provide a comfortable ride and effective stability in most typical driving situations, while the short front and rear body overhangs allow Sorento to navigate steep terrain.

The 2009 Sorento is available in two-wheel and four-wheel drive (4WD) configurations. On two-wheel drive (2WD) models power is directed to the rear wheels, while the 4WD offers a part-time or a Torque-on-Demand[®] automatic full-time 4WD system, depending upon the option package. The part-time 4WD system engages with the turn of a knob for convenient shift-on-the-fly operation and has a transfer case equipped with a low range for the most challenging off-road situations.

The full-time automatic Torque-On-Demand 4WD system, also with a low range, is available on the EX trim level as part of the Luxury Package. The system automatically detects wheel slippage 200 times per second, seamlessly transferring power between the rear and front wheels without requiring driver input. With Torque-On-Demand, Sorento provides all-weather, all-terrain capability.

Exterior Style and Convenience

Available in LX and EX trim lines, as well as LX Value Package and EX Luxury Package, and 2WD or 4WD, Sorento exudes a clean but rugged look with standard exterior features including a single bar insert with chrome surround grille, front headlamps with projection lights, front-end skid plates and front and rear towing hooks.

A 16-inch silver finish wheel comes standard on both trims, while upgrading to a Luxury Package on the EX model adds a machined finish. Opting for the LX Value Package will place a 16-inch machined finish alloy wheel at the four corners of the midsize SUV.

Refined Interior Packaging

The 2009 Sorento interior retains the aesthetically appealing center fascia, gauge cluster and floor console, enveloped in upscale wood- and metallic-finished trim materials that create a functional and comfortable cabin feel. Additional interior elements include a standard front passenger central door lock, and steering wheel-mounted cruise control and audio controls (EX models).

Standard comfort and convenience features include air conditioning on all models and trim levels, power windows/door locks/heated mirrors, cruise control, 10-speaker AM/FM/CD/MP3 audio system, full overhead console with sunglass storage, map lights and garage door opener pocket, four 12V power outlets, eight-way adjustable driver's seat, 60/40 split flip-and-fold rear seats, rear privacy glass, cargo cover, roof rails and keyless entry with panic alarm.

LX Value Package models have nicely appointed leather seats, leather-wrapped steering wheel and shift knob, a sunroof and the 16-inch wheels and tires. The EX trim line features an eight-way power driver's seat, fog lights, HomeLink[®], a trip computer in the multi-meter that includes outside temperature gauge, compass, average speed and range, while travel time also is added to the overhead console.

EX Luxury Package adds leather seating and interior trim, dual-zone automatic air conditioning, heated front seats, a 10-speaker AM/FM/six-disc/CD/MP3 audio system, power sunroof, auto headlamps, Torque-on-Demand full-time four-wheel drive and 16-inch machined alloy wheels.

Excellence in Safety

The 2009 Sorento maintains Kia Motors' commitment to safety, offering standard safety features, including advanced two-stage airbags, full-length side curtain airbags, driver knee airbag, four-wheel disc brakes with antilock brakes, electronic stability control (ESC) and traction control system (TCS), tire pressure monitoring system (TPMS), active front headrests (now standard on all models), energy-absorbing steering column, rear child door locks, rear seat fixed upper and lower anchors and tethers for child safety seats (LATCH), and three-point seat belts for all seating positions with adjustable anchors and pretensioners with force limiters in front.

Industry-Leading Warranty

Like all Kia models, Sorento is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in the package 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 14th 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.”

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