KIA RECEIVES SIX TOP SAFETY PICK RATINGS FROM INSURANCE INSTITUTE FOR HIGHWAY SAFETY

TSP Ratings Reflect Kia’s Commitment to Safety

- 2020 Telluride, Sorento, Sportage, Soul, Stinger and Forte receive 2020 Top Safety Pick rating, when equipped with front crash prevention and specific headlights
- Each vehicle met stringent standards to qualify, including crash readiness, build integrity and available and standard safety systems

IRVINE, Calif., February 17, 2020 — The Insurance Institute for Highway Safety (IIHS) recently awarded Top Safety Pick (TSP) to the new 2020 Kia Telluride, which received “Good” ratings in all six IIHS crashworthiness tests and an “Acceptable” rating for headlights. The Sorento, Sportage, Soul, Stinger and Forte also received TSP ratings.

“Kia is committed to building the safest vehicles possible,” said Michael Cole, president, Kia Motors America. “These six TSP ratings from IIHS reflect that commitment and reaffirms Kia’s continued effort to strive for safety improvement and advancement in every model we produce.”

To qualify for IIHS 2020 Top Safety Pick, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating.

Please refer to iihs.org for more information.

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America has been the highest ranked mass market brand in initial quality for five consecutive years according to J.D. Power**, and is recognized as one of the 100 Best Global Brands by Interbrand. Kia serves as the “Official Automotive Partner” of the NBA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.*

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*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.

** Kia received the lowest rate of reported problems among mass market brands in the J.D. Power 2015-19 U.S. Initial Quality Studies of new vehicle owners’ experiences with their own vehicle after 90 days of ownership. Visit jdpower.com/awards for more details.
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