KIA TELLURIDGE NAMED A BEST NEW CAR OF 2020 FROM AUTOTRADER

Autotrader Proclaims Telluride a “Homerun for Kia”

- Telluride lauded for powerful exterior design and premium, well-appointed interior
- Kia’s big and bold Telluride stands out in the crowded SUV segment

IRVINE, Calif., March 31, 2020 — The Kia Telluride is one of the Best New Cars of 2020, according to Autotrader. The honor is just the latest accolade for Kia’s bold and boxy SUV, which continues to earn acclaim for segment leadership, innovation, design, safety, driver satisfaction and overall value.

“Telluride being named a Best New Car of 2020 is a reflection of Kia’s commitment to both the driver and passenger experience,” said Michael Cole, president, Kia Motors America. “This latest addition to Kia’s trophy case reflects Telluride’s potential for exploration and adventure every time it’s on the road.”

The Autotrader Best New Cars Award is intended to benefit a broad set of shoppers by highlighting a diverse group of 12 vehicles. Each vehicle on this year’s list was agreed upon unanimously by the entire editorial and data team at Autotrader. To be considered, a vehicle must be of the current or next model-year and available for purchase at the time of the announcement. The editors capped the base price for consideration at $75,000 (although most vehicles on the list are well under), meaning they offer a significant value for the asking price. Not only was value a top priority, but vehicles also were judged on available technology and a rewarding or dynamic driving experience. Each winning car had to score an overall 3.9 or higher on the editors’ 5-point evaluation sheet.

“The Kia Telluride is the best three-row SUV you can get right now. In every aspect, they got it just right – space, looks, equipment, technology, comfort – it’s all there,” said Brian Moody, executive editor for Autotrader. “A real high-point is the interior. The clean lines and uncluttered look make it both functional and attractive. The understated elegance effectively splits the line between everyday utility and uncommon luxury. If a three-row SUV is in your future, consider the made-in-America Telluride, it’s really, really good.”

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.*

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

*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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