KIA SEDONA RECEIVES PARENTS MAGAZINE 2020 BEST FAMILY CARS AWARD

Stylish Family Hauler Makes List for Second Consecutive Year

- Sedona named Best Value Minivan thanks to affordable family friendly features
- Industry-best warranty underscores Sedona's advantages

IRVINE, Calif., April 9, 2020 — The 2020 Kia Sedona has been recognized by PARENTS magazine as one of the "Best Family Cars of 2020." For the second year in a row, PARENTS editors and experts praised the family hauler for delivering on value, safety features, convenience and other family friendly attributes.

"Finding the right vehicle for your family can be a challenge since there are so many tech and safety options to consider, but the Sedona makes it easy by starting off at an incredible value so families can opt for more of the desirable features they want," said Michael Cole, president, Kia Motors America (KMA). "Add Kia's industry-leading warranty into the equation, and the Sedona becomes even harder for families to pass up – it's with them for the long haul."

PARENTS narrowed the field of more than 50 contenders by choosing the minivans and SUVs that passed government safety tests with excellent results. A child passenger safety technician then installed multiple car seats in each vehicle, while an auto expert weighed in on performance, driving features and more.

The 2020 Sedona offers functional convenience, ample passenger space and cargo room, outstanding style, technology, and amenities. Standout options that are sure to appeal to families include power sliding door buttons located on the side door handles, hands-free "Smart Power" lift-gate, “Slide-N-Stow” second-row seating, dual-screen rear-seat entertainment, and driver assistance features. The 2020 Sedona starts at $27,600

To further help families and customers impacted by the uncertainty created by the COVID-19 outbreak, Kia implemented the "Accelerate the Good" program with payment deferral programs that will continue until further notice. To read more about it visit www.kia.com.

To see the full PARENTS Best Car Awards 2020 visit: parents.com/bestcars2020.

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
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** 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.

1 MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary.

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