2021 Kia Seltos Named to Wards 10 Best User Experience (UX) List

Seltos Energizes the Entry SUV Segment with Advanced Driver-Assistance Systems and Tech-Savvy Cabin

- Packed with safety technology, connectivity and driver assistance features, Seltos stands out in a crowded SUV segment
- Crafted with meticulous attention to detail, Seltos punches above its weight class

IRVINE, Calif., Aug. 3, 2020 – The 2021 Kia Seltos has been named to Wards 10 Best UX list for 2020. The list recognizes outstanding touchscreens, voice controls, connectivity, driver-assistance technology features and overall user friendliness.

“The Wards 10 Best UX accolade reflects Kia’s dedication to engineering an inspiring experience for both drivers and passengers,” said Sean Yoon, President & CEO, Kia Motors America, Kia Motors North America. “Seltos makes the perfect companion for everyday driving around town or in the wilderness on the weekend.”

Now in its fifth year, the Wards 10 Best UX competition focuses on the user experience – how the driver interacts with the vehicle as well as how easy and intuitive vehicle controls are for the driver. With its available 10.25-in. high-resolution touchscreen, the Seltos offers satellite radio, UVO telematics, navigation and split-screen display that sits high on the instrument panel for excellent accessibility. Additional available features tech-savvy consumers look for include multi-Bluetooth¹ device connectivity, wireless smartphone charging, up to three USB ports and available Apple CarPlay² and Android Auto³. This is just the latest accolade added to the long list of awards earned by Kia’s full lineup of rugged and capable SUVs.

“The Wards 10 Best UX judging panel really enjoyed seat time in the 2021 Kia Seltos, a first-year vehicle whose designers and developers mixed up a spot-on formula right out of the box,” said Dave Zoia, executive director of content, Wards Intelligence. “Seltos is an affordable, compact CUV with a funky vibe including mood lighting that pulses along with the music. The impressive infotainment system hands down ranks among the industry’s best, and the driver-assistance technologies perform well.”

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands. 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 K5 are assembled in the United States from U.S. and globally sourced parts.
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