KIA AMERICA EARN HIGHEST NUMBER OF J.D. POWER INITIAL QUALITY AWARDS IN THE INDUSTRY

Kia Owners Across Five Vehicle Segments Reported Fewest Quality Issues During the First 90 Days of Ownership

• Five vehicles took top honors including Forte, Soul, Sportage and Telluride

IRVINE, Calif., September 3, 2021 — Kia America has earned more number-one ranked models than any other automaker, according to the J.D. Power 2021 U.S. Initial Quality Study (IQS). A total of five Kia vehicles delivered segment-best performances: Forte (Compact Car), Sedona (Minivan), Sportage (Compact SUV), Soul (Small SUV) and Telluride (Upper Midsize SUV). 2021 marks three consecutive wins for Forte and Sedona and the second straight year Soul ranked number one. Telluride is a first-time honoree and Sportage recaptures the title it previously held in 2019.

“Topping more segments than any other brand in the industry is a testament to the design and engineering of Kia products as world-class vehicles,” said Sean Yoon, president & CEO, Kia North America, Kia America. “These five models are the embodiment of Kia’s laser-focus on quality and customer satisfaction in this increasingly competitive and quickly evolving marketplace.”

J.D. Power’s annual study analyzed responses from 110,827 respondents with regards to 177 vehicle criteria across 23 vehicle segments. Vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality issues as reported by the vehicle owners.

Kia America – about us

Headquartered in Irvine, California, Kia America continues to top automotive 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 more than 750 dealers in the U.S., including cars and SUVs proudly assembled in America. Kia plans to deliver 11 electrified products globally by 2026 under the company’s Plan S that will transition Kia into a Sustainable Mobility Company.

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.

Press Release Information Accuracy Disclaimer

Information posted in press releases on the Kia Media website was accurate at the time of posting but may be superseded by subsequent releases or other information.