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News Release

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KIA MOTORS RANKED NUMBER ONE IN THE AUTO INDUSTRY FOR INITIAL QUALITY **BY J.D. POWER**

*Fast-Growing Korean Automaker is First Non-Premium Brand
to Top the Initial Quality Study Rankings in 27 Years*

- Kia owners report fewer issues with their vehicles within the first 90 days of ownership than all other car and truck brands in the U.S.
- Sportage (Small SUV) and Soul (Compact Multi-Purpose Vehicle) recognized as best-in-segment; three additional models ranked among the top three in their respective categories

IRVINE, Calif., June 22, 2016 – Having transformed into an industry leader in design, quality and technology, Kia Motors reached historic new heights today when J.D. Power recognized the brand as the highest scoring nameplate in its 2016 Initial Quality Study (IQS) out of all 33 makes in the U.S. Marking the first time in 27 years that a non-premium brand has topped the rankings, Kia's rise to the top was driven by segment-leading performances from the Sportage and Soul, while Rio, Forte and Sorento all ranked in the top three of their respective categories.

“Ranking number one in the entire industry for initial quality is the result of Kia’s decade-long focus on craftsmanship and continuous improvement, and reflects the voice of our customers, which is the ultimate affirmation,” said Michael Sprague, chief operating officer and EVP, Kia Motors America. “As the highest ranked brand in the industry, there is no doubt Kia is a world-class automaker.”

As Kia’s U.S. sales have consistently grown over the last four years to surpass the 600,000 annual unit mark, so too has the brand’s performance in J.D. Power’s Initial Quality Study. After entering the overall top 10 for the first time in 2013, Kia placed second in the industry and led all non-premium makes in IQS in 2015.

Now in its 30th year, the annual J.D. Power IQS analyzes responses from vehicle owners in 26 segments. IQS is determined by vehicle owners evaluating the driving experience, engine and transmission performance, and a broad range of quality-related problems within the first 90 days of ownership.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle², Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia's U.S. manufacturing plant in West Point, Georgia, builds the Optima* and Sorento* and is responsible for the creation of more than 15,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. 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.

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* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.

K900 available in select trims and in select markets with limited availability

² Soul EV in select markets with limited availability