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News Release

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2018 SPORTAGE NAMED TOP PICK FOR TEENS BY U.S. NEWS & WORLD REPORT**Compact Sport Utility Vehicle Scores High for Teenage Drivers**

- Sportage lauded for long list of tech and available driver assistance features
- Top IIHS safety rating and predicted reliability also major winning factors

IRVINE, Calif., August 31, 2018 —U.S. News & World Report has awarded the 2018 Kia Sportage Best New SUV for Teens, \$25k to \$30k.

"The Sportage should be at the top of your list if you want to buy a safe and dependable SUV for your teenage driver," says Jamie Page Deaton, executive editor, U.S. News & World Report.

Available Advanced Driver Assistance Features,¹ including Blind Spot Detection System, Autonomous Emergency Braking, Lane Departure Warning System, Lane Change Assist, and Rear Cross Traffic Alert were key contributors to the Sportage's win. U.S. News & World Report was also impressed with Kia's UVO technology², which can be programmed to record when a teen keeps the Sportage out past an established curfew, exceeds a preset speed limit or strays outside geographic boundaries set by parents.³

Safety and reliability ratings were also major factors in earning Sportage the top spot. Sportage holds a five-star overall crash test rating from the National Highway Traffic Safety Association, as well as a 2018 Top Safety Pick designation from the Insurance Institute for Highway Safety⁴. And, U.S. News & World Report awards the Sportage an excellent predicted reliability rating, scoring 4.5 out of five, among the highest in the compact SUV class.

"It's fantastic Sportage is rated best for teen drivers," said Orth Hedrick, vice president, product planning, KMA. "Young and new drivers face many challenges on the road and we're pleased Sportage offers the right combination of technology, safety ratings and reliability to be rated best in class by U.S. News & World Report."

For more information on the award, visit <https://cars.usnews.com/cars-trucks/best-cars-for-teens>

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 and 50 Best Global Green Brands by Interbrand. Kia serves as the "Official Automotive

Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly built in West Point, Georgia.*

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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.**

1 These systems are not substitutes for proper and safe driving, parking, and/or backing-up procedures. Always drive safely and use caution. These systems may not detect every object behind or alongside the vehicle or in the vehicle's blindspot or direction of travel.

2 Purchase/lease of a new 2018 Kia Sportage vehicle with UVO eServices includes a complimentary 10 year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After expiration of such period, you will no longer be able to access or use UVO eServices. For applicable full terms, see the UVO Privacy Policy (available at <https://www.myuvo.com/legal/privacy-policy.shtml>) and Terms of Service (available at <https://www.myuvo.com/legal/terms-of-service.shtml>).

3 Called My Car Zone, this feature requires cellular coverage. Cellular service rates apply. Not all features available on all trims.

4 2018 Kia Sportages built after June 2017 when equipped with newly acceptable-rated HID headlights that are standard on the SX Turbo trim.

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