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## News Release

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### **KIA RIO AND OPTIMA NAMED BEST SUBCOMPACT AND FAMILY SEDANS BY MOTORWEEK**

#### ***2012 Drivers' Choice Awards Recognize Fast Growing Brands' Subcompact and Midsize Sedans as Tops in Respective Segments***

- All-new Rio offers consumers class-leading fuel economy<sup>1</sup> and horsepower<sup>2</sup> while bringing aggressive styling and luxurious features to subcompact market
- Widely acclaimed Optima delivers world-class design, cutting-edge technologies, fun-to-drive performance and impressive fuel economy

**CHICAGO, February 8, 2012** – *MotorWeek*, one of television's longest-running and most respected automotive programs, today announced its 2012 Drivers' Choice Awards at the Chicago Auto Show with the all-new 2012 Rio subcompact and 2012 Optima midsize sedan topping the Subcompact Car and Best Family Sedan categories, respectively. Recognized by *MotorWeek's* editors for their performance, fuel efficiency and overall value, Rio and Optima bring a multitude of convenience features to their respective segments, including *Bluetooth*<sup>®3</sup> wireless technology with steering wheel-mounted controls, USB and auxiliary input jacks and SiriusXM satellite radio capabilities with three months complimentary service<sup>4</sup>.

"The 2012 Rio and Optima are prime examples of Kia's commitment to offering consumers tremendous value with world-class design, cutting-edge technologies, outstanding fuel efficiency and modern amenities," said Michael Sprague, vice president, marketing & communications, KMA. "These awards from *MotorWeek*, which reflect what today's car shoppers are looking for in their vehicles, are a testament to the quality and features Kia vehicles provide as they continue to attract more and more people to our showrooms."

The annual *MotorWeek* Drivers' Choice Awards represent the editors' best automotive picks for a range of lifestyles. This year, a team of 15 judges comprised of *MotorWeek's* editorial staff, evaluated more than 150 cars, trucks and utility vehicles. Decisions are based on performance, technology, practicality, fuel efficiency and dollar value. The winners represent what *MotorWeek* considers to be the best in each class.

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1 Class-leading fuel economy claim for highway based on comparisons to 2012 subcompacts as of December 2011. EPA fuel economy estimates 30 mpg/city and 40 mpg/hwy for 2012 Rio sedan and Rio 5-door. Actual mileage will vary.

2 Class-leading horsepower claim based on comparisons to 2012 subcompacts as of December 2011.

3 The *Bluetooth*<sup>®</sup> word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and tradenames are those of their respective owners.

4 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at [siriusxm.com](http://siriusxm.com) © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

**About the 2012 Rio**

Available in three trims – LX, EX and SX – the eco-friendly 2012 Rio is available with a 1.6-liter Gasoline Direct Injection (GDI) four-cylinder with the option of either a six-speed manual transmission (LX only) or efficient six-speed automatic. One of only two vehicles in the segment to offer a GDI engine, the 2012 Rio provides an inviting combination of power and fuel efficiency, achieving standard class-leading 138 horsepower while maintaining a standard class-leading fuel economy rating of 30/40 mpg (city/highway).

**About the 2012 Optima**

The 2012 Kia Optima stands apart from the crowd with its head-turning design, fun-to-drive performance, modern amenities and long list of standard safety features. Kia's second U.S.-built\* vehicle offers drivers cutting-edge technologies, including a standard eight-speaker Infinity<sup>®1</sup> audio system, HD Radio<sup>™2</sup>, and Kia's UVO powered by Microsoft<sup>®3</sup> voice-activated infotainment and communications system with a starting MSRP of \$19,500<sup>4</sup>.

**Kia's Unprecedented Growth**

Kia Motors is the one of the world's fastest moving global automotive brands; from 2009-2011 Kia launched more new vehicles in the U.S. than any other automaker, and under the guidance of chief design officer Peter Schreyer earned a reputation as an industry leader in automotive styling. Kia Motors America's full line of fuel-efficient and fun-to-drive cars and CUVs has earned critical acclaim and dramatically increased consumer awareness, perception and consideration for the brand. In 2011, KMA recorded its 17th consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality<sup>5</sup> and the industry's highest brand loyalty ranking<sup>6</sup>. Kia's U.S.-based manufacturing facility in West Point, Georgia – KMMG – is responsible for the creation of more than 10,000 plant and supplier jobs and builds the company's two best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan<sup>7</sup>. Kia's value and technology-laden 2012 model year lineup also includes the Sportage compact CUV, Soul urban passenger vehicle, Optima Hybrid, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts and Sedona minivan.

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\* The Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are assembled in the United States from U.S. and globally-sourced parts.

1 Infinity is a registered trademark of Harman International Industries, Incorporated.

2 HD Radio<sup>™</sup> and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

3 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

4 Starting prices are manufacturer's suggested retail price (MSRP), MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

5 Source: Automotive Lease Guide Spring 2011 Perceived Quality Study

6 Source: Experian Automotive Q2 2011 market analysis

7 Optima Hybrid is not built at KMMG

**About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 755 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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