



June, 2011

Sportage Adds Aussie Award To Honour Roll

The multi-award winning Kia Sportage has added another accolade to its growing Honour Roll by winning top Australian award - the OzRoamer 4WD & SUV Guide's award for Best Small AWD SUV.

"The Kia Sportage Platinum has both the design elements of form and function brilliantly executed," OzRoamer Editor Rob Fraser said. "It just shows how far Kia has come."

After extensive testing the Sportage scored maximum points for Performance, Practicality, Fit for Purpose and Value for Money. The stylish little SUV dropped only a single point in the categories of Comfort and Behind The Wheel feel.

Judge Anthony Hood described the Sportage as "the outstanding choice in this price segment" while fellow judge Stephen Lawson said: "That combination of powerful yet economical 2.0L diesel and 6-speed automatic is hard to fault."

In assessing the Sportage, Mr Fraser paid tribute to the work Kia has done in localising the suspension for optimised performance on Australian roads while finding a pleasing combination of ride comfort and SUV ability.

OzRoamer 4WD and SUV Guide is a bi-annual magazine published as part of the Auto Alliance Group. Mr Fraser said the aim of the publication is to review both 4WDs and SUVs in a manner that helps the reader to understand the concept of "fit for purpose", a key criteria in the judging process.

Optima Cleans Up In Aussie ECOcar Awards

Kia's stunning Optima sedan has shown it is much more than just a pretty face by taking home the ECOcar Magazine Car Of The Year award in Australia.

ECOcar Editor Chris Mullett says the Optima was the most impressive car he had driven in the past 12 months.

“It is not only a wonderful looking vehicle, nor just an enormously enjoyable drive experience. The Optima also ticks all the boxes as a responsible, economic car for a modern family, and at exceptional value,” according to Mr Mullett.

Kia Motors Australia Chief Operating Officer, Tony Barlow, says the recognition from ECOcar was particularly pleasing because of the breadth of characteristics that the COTY award recognised.

“We have been told on many occasions how stylish and attractive the Optima is,” says Mr Barlow. “We have also been told by pundits in the media that the Optima is a very enjoyable drive and that it represents outstanding value.

“Now, with the ECOcar COTY award, we tick another box with recognition that the Optima is also an environmentally responsible car.”

ECOcar Magazine is published quarterly by the Motoring Matters organisation. It is the only car magazine available in Qantas Club lounges across Australia, opening it up to a potential 12 million travellers a year.

Kia Optima Drives Into Design Finals

Kia’s stunning Optima sedan has been given the judges’ tick of approval as a finalist for the prestigious Australian International Design Awards.

The Optima is one of 10 finalists for the Automotive and Transport category, one of eight categories with a record total of 127 finalists.

“Our esteemed judges spent a week assessing each entry against a common set of criteria, focusing on innovation, form, function, quality, safety and sustainability,” says Brandon Gien, Managing Director of Good Design Australia. “Judges played with, tested, pulled apart and reassembled products to create an accurate user experience and understand each product’s design qualities.”

Mr Gien says that with a very high calibre entry field, the panel had a tough task choosing the finalist products: “To be named a Finalist in the Australian International Design Awards is a significant achievement.”

The all-new Peter Schreyer designed Optima has won praise for its head-turning styling from both consumers and design experts since its international launch last year.

The Australian International Design Award winners will be announced at a gala event in Melbourne on July 22.

Kia Sportage Wins Satisfaction Award

The Kia Sportage is fast becoming one of the most awarded vehicles in the history of Kia Motors, having picked up another trophy, this time the AutoPacific Vehicle Satisfaction Award in the US.

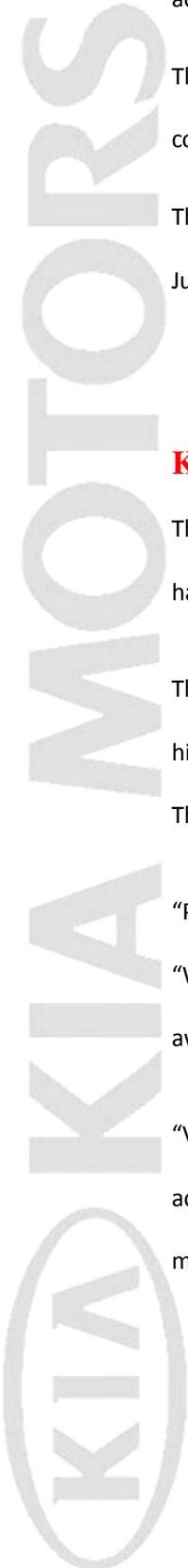
The AutoPacific award has been an industry benchmark for measuring how satisfied an owner is with his/her new vehicle for a number of years and is clearly an important factor in the success of the model.

The previous Sportage was a winner in 2009 and now it's the turn of the 2011 model.

“Proof of satisfied customers is as good as gold,” says George Peterson, president of AutoPacific.

“We’ve found that more than one-third of new car buyers are positively influenced by objective awards based on owner ratings when deciding on a new car or truck.

“Vehicles that score highest in the Vehicle Satisfaction Awards are delivering value and satisfaction across a wide range of attributes. The winners perform well in 48 separate categories that objectively measure the ownership experience.”



Two Kia Vehicles on List of 'Ten Most Improved Cars of 2011'

Coming on the heels of monthly sales records in the US, the 2011 Kia Sorento CUV and 2011 Kia Optima midsize sedan were recently recognized by MSNBC.com as two of the 'Ten Most Improved Cars of 2011'.

Both vehicles were praised by the reputable online resource for their stunning styling, increases in power and fuel efficiency and overall value. This is a direct result of Kia Motors' ongoing design-led transformation as the brand continues to solidify its place as a market leader in value, styling, technology and safety.

Three Kia Vehicles Voted 'Best Car Buys for 2011'

Kia is one of only two brands to have the top vehicle in more than one category of the prestigious NADAguides 'Best Car Buys for 2011'.

The 2011 Sorento crossover SUV and 2011 Sedona people mover (known as the Carnival in New Zealand) earned the top scores in the SUV and Van categories in the annual 'Best Car Buys for 2011.'

The 2011 Sorento, which has been Kia Motors' best-selling vehicle in the US for 16 consecutive months, received high marks for its five-star crash safety rating from the National Highway Traffic Safety

Administration (NHTSA), outstanding fuel economy, low depreciation and competitive price. The

Sedona was praised for its long list of standard equipment, low starting price, and improved

horsepower. The popular and fuel-sipping 2011 Soul urban passenger vehicle finished in the top three

in the Wagons category, Kia Motors was one of only four automakers to place three or more models on

the report across multiple categories.

The NADAguides Best Car Buys Report is based upon specific criteria important to vehicle buyers including price, first year depreciation value, fuel efficiency, warranty coverage and NHTSA safety

ratings. NADAguides' analysts developed a calculated study in which all current model year vehicles are analysed and the top three vehicles within each vehicle segment are then named to its Best Car Buys list.

Kia Optima is 'Best of the Best'

The new Kia Optima saloon and Sportage crossover SUV have been awarded top honours in two categories at this year's red dot product design competition in Germany.

The jury bestowed coveted red dot awards on the two new models, with the judges also paying a special tribute to the Optima by giving it the red dot 'best of the best' title, the competition's highest distinction for rewarding groundbreaking design.

These latest wins bring the number of Kia models to receive a red dot award to four – with the Kia Venga winning in 2010 and the Kia Soul in 2009. The Kia Optima and the new Sportage also won 2011 iF product design awards last December.

Commenting on the awards Peter Schreyer, Chief Design Officer, Kia Motors Corporation. "We are extremely proud of the red dot awards for the Kia Optima and the Sportage.

"They are a great acknowledgement of the work our international design teams have done and an endorsement of our design strategy. Naturally, we are particularly thrilled about the 'best of the best' award for the new Optima".

Diesel Kia Sportage named 'Best Crossover Vehicle'

The 2011 Kia Sportage has been named 'Best Crossover' in the annual Car of the Year issue of Britain's Diesel Car magazine.

The Diesel Car magazine award is the fifth title won by Kia's all-new compact crossover vehicle in less than 12 months. Unveiled in July last year, the Sportage crossover vehicle has also picked up a range of awards, including one from Total Off Road Magazine, which named the Sportage the 'Best Junior SUV' and the Association of Scottish Motoring Writers bestowed it with 'Best SUV' and overall 'Car of the Year' titles.

Kia's Slovak Factory Builds One Million Engines

A four-cylinder 1.4 litre petrol engine became the one millionth engine to be produced at the Kia Motors Zilina engine production facility in Slovakia in central Europe – a mark reached within five years of the factory's opening.

Built alongside the Zilina facility that produces cee'd family hatchback, Sportage crossover SUV and soon-to-be-added Venga, the KMS engine plant assembles finished units from components both manufactured on site and supplied by its European partners.

Petrol engines represent 60% of the output, with diesel units accounting for the rest of the 1,350 units per day production level. Currently the plant has a capacity of 300,000 units but following an expansion programme costing Euro100 million, that level will be increased to 450,000 per year on a three-shift basis.

The Kia Motors Slovakia engine plant produces 1.4-litre and 1.6-litre petrol and 1.4, 1.6 and 1.7-litre diesel engines and the car plant has built more than 820,000 vehicles since opening in 2006.

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Photo caption: The award-winning Kia Sportage.

Further Enquiries: Todd McDonald, General Manager, Kia Motors NZ, phone 0-9-573 6070.

(Prepared on behalf of Kia Motors New Zealand Ltd by John Ellegard, Stanford James Public Relations and Marketing Communication. Ph 09-815 0589, email john.ellegard@xtra.co.nz)