

News Release

KIA MOTORS EARNS BEST-EVER RANKING IN 2015 J.D. POWER INITIAL QUALITY STUDY

Third Straight Year of IQS Improvement Places Kia Second Among 33 Brands

- Kia Sorento and Soul awarded for highest scores in compact multi-purpose vehicle and midsize SUV segments as five other Kia models rank among top three in their respective categories
- With nearly 20-percent improvement, Kia owners had fewer issues with their vehicles than nearly all other car and truck brands

IRVINE, Calif., June 17, 2015 – With more units in operation in the U.S. than ever before, Kia Motors reached another historic milestone today when J.D. Power recognized the brand as the second-highest scoring nameplate industry-wide in its 2015 Initial Quality Study (IQS). Kia's IQS score improved by 20 points over its previous best-ever performance in 2014, vaulting the growing automaker up four positions to second overall among 33 automotive brands and highest among all mass-market nameplates.

Kia's ascension was powered by segment-leading performances from two of the company's best-selling vehicles – Soul and Sorento – while the Rio, Optima, Cadenza, Sportage and Sedona models all ranked in the top three of their respective categories.

"We believe the J.D. Power report leaves no doubt that Kia builds world-class vehicles, and the results are especially gratifying as the IQS study truly reflects the voice of our customers," said Michael Sprague, Chief Operating Officer and EVP, Kia Motors America. "Kia's rise is one of the industry's greatest success stories and is driven by the hard work of thousands of team members around the world as well as our long-term strategy to concentrate on quality, strengthen the brand and elevate the ownership experience"

Kia's U.S. sales have more than doubled over the last six years as the brand has made significant investments in the market and steadily climbed J.D. Power's annual IQS rankings. After the Soul was ranked number one in the compact multi-purpose vehicle segment in 2012, Kia broke into the overall top 10 in 2013, with the Soul and Sportage (tie) taking top honors in their respective segments, and then rose to sixth in the industry in 2014. The company's \$1.1 billion manufacturing facility in West Point, Georgia – Kia Motors Manufacturing Georgia – produces the Sorento and Optima, and achieved its highest-ever quality ranking among plants in North/South America in the 2015 study. Additionally, the Kwangju plant where the Soul is produced ranked number one for the Asia Pacific Region.

Now in its 29th 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.

###

Kia Canada Inc. (www.kia.ca – www.facebook.com/kiacanada) a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 188 dealers nationwide. Kia Canada Inc. employs 160 people in its Mississauga, Ontario headquarters and four regional offices across Canada, with an all-new state-of-the-art facility in Montreal. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

Jack Sulymka T: 905-755-6266
National Manager, Corporate Communications C: 905-301-6207
& Corporate Partnerships E: jsulymka@kia.ca
Kia Canada Inc.

Maxime Surette T: 905-755-6272
Product Communications Manager C: 416-316-3313
Kia Canada Inc. E: msurette@kia.ca