



All-New 2017 Kia Cadenza Makes Canadian Debut in Toronto

- The all-new Cadenza will:
 - o have a new stronger body structure that is lighter and more rigid resulting in improved driving dynamics
 - o utilize elevated interior material quality and design that enhance the driving experience
 - o attract attention with a unique sculpted exterior design
 - o feature Kia's first FWD eight-speed automatic transmission
- Visit KIAMEDIA.CA for more information and photos

(MISSISSAUGA) February 16, 2017 – Today at the Canadian International Auto Show (CIAS), Kia unveiled the all-new 2017 Kia Cadenza. Now in its second generation, the new Cadenza features a more elegant exterior design, more luxurious and comfortable interior, a stronger and lighter body structure and an improved power train and driving experience than the outgoing model. With driver connectivity and cutting edge technology also improved and a starting MSRP \$1,700 less than the previous model, Kia has positioned the Cadenza as a must-see vehicle in the segment.

“The new 2017 Cadenza is in a league of its own with its new elegant exterior and striking interior design coupled with Kia’s latest in technology,” said Ted Lancaster, VP & COO, Kia Canada Inc. “We believe that the new Cadenza will build on the success of the previous generation - particularly with the enhancements that our engineers have done under the skin with a new stronger and lighter body structure that vastly improves the driving experience.”

About the all-new 2017 Kia Cadenza

Exterior design: The simplicity of the straight line

Designed at Kia’s California design studio, the Cadenza is the perfect representation of Kia Chief Design Officer Peter Schreyer’s design philosophy “the simplicity of the straight line,” which is clearly visible on the Cadenza’s exterior lines and creases that create a distinctive sleek profile which adds to the road presence of the vehicle.

Unique on the exterior is a Cadenza inspired LED Z-shaped lighting signatures in the standard LED headlights and LED tail lights which gives the car a more modern chic look that is complemented by visually shearing away surface area that helps create a more angular form.

The new front end design has become more eye-catching as a result of featuring the signature “tiger nose” grille that unmistakably identifies the Cadenza as a Kia, for this

generation it has evolved into a new hexagonal shape that helps the Cadenza achieve more visual width with extended lines below the headlights. In addition the new grille has a more concaved form that curves inward towards the engine bay extenuating Cadenza's chiseled good looks.

The "piano key" taillights feature LED technology that complete the Z-shape lighting signature. Other design details include tasteful chrome treatments that are featured on the trunk lid connecting the taillights together, the window surround, lower side sill, below the standard LED fog lights and more.

Enhanced exterior dimensions further distinguish the 2017 Cadenza from the previous generation. While it still maintains the same overall length of the outgoing model, the 2017 model has become slightly wider and the height has been lowered. The stretched wheelbase has resulted in nearly 10mm more legroom for rear passengers. The roofline has been extended rearward by 50.8 mm, which has made the profile of the Cadenza sportier while maintaining rear headroom and slightly improving trunk space.

Interior design: A modern cabin space that emanates luxury

With higher material quality than the previous model, the interior was thoughtfully designed with elevated levels of craftsmanship. Similar to the exterior, Kia designers used visual cues that enhance the width of the interior by utilizing a wraparound dashboard that combines with the door panels which feature real stitching and are covered with higher quality soft-touch materials. Quilted seat bolsters are available wrapped with Nappa leather and diamond shaped stitching that adds to the beauty of the interior.

To further improve the driving experience, the driver seat was lowered to develop a sportier driver feel, the seat cushion is slightly extended and uses an available mechanism that slides and rotates, resulting in more comfort for the driver.

Powertrain: Introducing Kia's first FWD-based eight-speed automatic transmission

Kia's 3.3-litre V6 engine was re-tuned to achieve improved fuel efficiency and power. Producing 290 hp @ 6,400 rpm and 253 lb-ft of torque @ 5,200 rpm, power is sent to the front wheels that are then mated with Kia's first FWD-based eight-speed automatic transmission. Developed in house and lighter than the one used in the previous generation, the new transmission was developed to have very responsive shifts resulting in a more fun-to-drive experience.

To ensure the reliability and durability of the Cadenza, Kia's engineers ran the V6 engine at full power in all conditions for 41 consecutive days and over 100,000 miles of real-world use.

Safety: The best in safety and driver assistance technology

The 2017 Cadenza is built on a body structure that is made of more than 50 per cent Advanced High Strength Steel (AHSS) which is twice as much as the previous generation. In their pursuit of building the safest cars on sale today, Kia's engineers set their sights on achieving a five-star rating from the National Highway Traffic and Safety Administration and a Top Safety Pick+ designation from the Insurance Institute for Highway. The Cadenza

features nine airbags that include two driver knee airbags. The Cadenza is available with the latest driver assistance technology that includes Advanced Smart Cruise Control with stop-and-go functionality, Forward Collision Warning and Autonomous Emergency Braking, Lane Departure Warning, and Smart Blind Spot Detection System which detects if the car is drifting closer to a vehicle on either side and automatically brakes the opposite side front wheel to keep the car in its lane.

Driving: Stiffer structure that achieves improved driving dynamics

Kia's engineers used heightened structural adhesive and hot-stamped components that enhanced structural stiffness by more than thirty five per cent and resulted in better driving dynamics. For the new model, more aluminum was used and the front and rear sub frames were retuned with new larger bushings that improved lateral stiffness and Noise, Vibration, and Harshness characteristics. The engineers used Amplitude Selective Damping (ASD) shock absorbers that maximized the ride comfort. Dampers with extra valves help increase dampening depending on road surface coupled with a new shock absorber that includes Hydraulic Rebound Stopper (HRS) which smooths the ride over harsher surfaces. The retuned suspension has also improved the Cadenza's lift coefficient resulting in better high-speed stability and handling. Using a new 32-bit Electronic Control Unit (ECU), Cadenza's steering has become more responsive with a better on-centre feel.

Improvements to the Noise, Vibration, and Harshness elevated the Cadenza's ride and handling. To achieve this feat, extra acoustic absorbing is available in the front windows and windshield to reduce wind noise, a full floor undercover reduces road noise, and insulation around the A-pillars was increased. The coefficient of drag has improved from 0.29 to 0.28 because the new floorpan undercover combined with front wheel air curtains improves aerodynamics. Front brakes size has increased from 11 to 12 inches and the rear 11 to 11.1 inches, providing better overall braking performance and reducing stopping distances.

Connectivity: The latest cutting edge features and driver interface

The 2017 Cadenza is packed with the latest in modern technology that makes it one of the most user-friendly vehicles in its class. New for 2017 is an available head-up display (HUD) that shows key information such as speed and turn-by-turn navigation directions. The available surround view monitor was updated with improved software for 2017, resulting in higher resolution and giving the driver a clearer view of the vehicle's surrounding. This is coupled with newly added reverse guidelines that enhance the driver's confidence when performing a parking maneuver. The Cadenza also includes the Smart Trunk feature, which opens the trunk lid hands free if its sensor detects the key fob near the rear of the vehicle for more than three seconds. The Cadenza features Android Auto⁴ and Apple® CarPlay⁵ as standard, and a 12-speaker Harman/Kardon® system featuring Clari-Fi™⁶ music restoration technology is also available

Pricing:

Available in dealerships this month, the Cadenza is offered in three trim levels – Cadenza, Cadenza Premium and Cadenza Limited - with the entry-level model Cadenza MSRP starting at just \$36,295 (\$1,700 lower than the previous model). Adding a suite of premium

features, the Cadenza Premium starts at \$41,495, while the fully equipped Limited will be offered at \$45,795.

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About Kia Canada Inc.

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 189 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and four regional offices across Canada, including a 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.

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About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) – a maker of world-class quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

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