



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada

News Release

Kia Motors remains highest-ranked mass-market brand in J.D. Power Initial Quality Study in the U.S. for fourth consecutive year

- Kia owners reported fewer issues within the first 90 days of ownership than all other non-luxury car and truck brands
- After ranking highest in the entire industry in 2016 and 2017, Kia's reported problem levels remain unchanged from 2017 to capture the top mass-market automaker spot
- Two Kia vehicles (Sorento and Rio) earn IQS segment awards with another five vehicles (Forte, Soul, Sportage, Optima and Sedona) finishing top-three in their segment

(Mississauga, ON) June 20, 2018 –For the fourth consecutive year, Kia was recognized as the number one non-premium brand in the U.S. by J.D. Power in the 2018 Initial Quality Study (IQS), with a reported 72 problems per 100 vehicles. Kia maintained its leadership position with segment-leading performances from the Sorento (Midsize SUV) and Rio (Small Car), while Optima (Midsize Car), Sportage (Small SUV) and Sedona (Minivan) placed second and the Forte (Compact Car) placed third in their respective segments.

“Ranking first among all mass market brands for four consecutive years in J.D. Power’s IQS study is a testament to the quality and consumer-focused attention-to-detail that Kia puts into all of our vehicles.” said Ted Lancaster, Vice President and Chief Operating Officer (COO). “With Sorento and Rio winning their segments and another four of our models finishing top-three, we’re very proud that the vehicles so many Canadians are now driving are being recognized for the quality we’ve put into them.”

The annual U.S. study analyzed responses from 75,712 new vehicle owners of 240 vehicle models across 26 segments. Vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality issues reported by vehicle owners.



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada

###

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.

For more information about Kia Canada and our products, please visit our Media Centre at KiaMedia.ca or contact:

Mark James

Corporate Communications Manager

Kia Canada Inc.

T: 905-755-6251; E: mjames@kia.ca