



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

All-new Kia Sorento receives NHTSA 5-Star safety rating

- Kia's all-new Sorento CUV earns NHTSA's highest rating
- Sorento's extensive use of advanced high strength steel makes Kia's largest CUV stiffer and more durable than ever
- 2016 Sorento combines a strong base with additional design improvements to reduce NVH and provide a comfortable and quiet interior environment

(SEOUL) April 24, 2015 – Kia Motors America's (KMA) all-new 2016 Sorento CUV has received the National Highway Traffic Safety Administration's (NHTSA) 5-star overall safety rating. Built in the U.S. at Kia Motors Manufacturing Georgia (KMMG), Sorento is KMA's best-selling CUV, having sold more than 100,000 units each of the past five years, and offers a long list of standard safety features and an expertly engineered body structure.

"NHTSA's recent 5-star rating of the 2016 Sorento is a testament to Kia's commitment to safety. The Sorento is all-new for 2016 and is Kia's most capable CUV ever, yet still offers customers the tremendous value Kia is known for," said Orth Hedrick, vice president, product planning. "Meant for customers with active lifestyles, Sorento is the perfect getaway vehicle for adventurers and families on the go, and they can feel confident knowing their vehicle scored a 5-star NHTSA rating – the highest rating achievable from NHTSA."

The core of the all-new 2016 Sorento is its significantly enhanced platform. The structure increases torsional rigidity by 14 percent over the 2015 Sorento. The unit-body consists of 53-percent Advanced High Strength Steel, a 115 percent increase over the previous model. Liberal application of industrial strength adhesives, the use of dual-seal lip joints as well as large diameter and laser welding techniques combine to make the 2016 model the most robust and durable Sorento ever.

About Kia Canada

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-



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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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