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Kia receives six top safety pick ratings from insurance institute for highway safety

TSP Ratings Reflect Kia's Commitment to Safety

- 2020 Telluride, Sorento, Sportage, Soul, Stinger and Forte receive 2020 Top Safety Pick rating, when equipped with front crash prevention and specific headlights
- Each vehicle met stringent standards to qualify, including crash readiness, build integrity and available and standard safety systems

TORONTO, ON., March 12, 2020 —The Insurance Institute for Highway Safety (IIHS) recently awarded Top Safety Pick (TSP) to the new 2020 Kia Telluride, which received “Good” ratings in all six IIHS crashworthiness tests and an “Acceptable” rating for headlights. The Sorento, Sportage, Soul, Stinger and Forte also received TSP ratings.

“Kia has always made safety a top priority in our vehicles and we are proud to be recognized again by the IIHS for this commitment,” said Elias El-Achhab, Chief Operating Officer for Kia Canada. “Already with eight top North American awards in 2020 for the Telluride alone, our range of models continue to shine a light on how safety combines with superior design and technology to produce extraordinary vehicles.”

To qualify for IIHS 2020 Top Safety Pick, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating.

For more information on The Insurance Institute for Highway Safety, please visit [iihs.org](https://www.iihs.org).

For more information on the Telluride and the full range of Kia models, including the all-new sub-compact SUV, the Seltos, visit [Kia.ca](https://www.kia.ca).

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About Kia Canada Inc.

Kia Canada Inc. (KCI), founded in 1999 and celebrating 20 years in Canada, is a subsidiary of the Kia Motors Corporation (KMC) based in Seoul, South Korea. The full line of award-winning Kia vehicles offers world-class quality and customer satisfaction through a network of 195 dealers across the country. The company employs 170 people at its headquarters in Mississauga, Ontario, as well as in

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locations across Canada and at its regional office in Montréal, Québec. Kia's slogan "The Power to Surprise," symbolizes the company's worldwide commitment to exceed customer expectations through sustained automotive innovation.

Whether it is a compact, crossover, or electric model which is among the best in the industry, each Kia vehicle offers a superior combination of precision engineering, exceptional performance, innovative features and advanced safety systems. Kia has sold a million vehicles, including popular models in Canada like the Soul, Forte, Sportage, Sorento, Stinger and has recently added the Seltos to its lineup. To learn more, visit kia.ca or [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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