**Kia cerato and cadenza win autopacific vehicle satisfaction awards**

***Both Vehicles Named Best in Class in Their Respective Segments***

* Award-winning Cerato sedan continues its run as a leader in the compact car segment
* Cadenza’s premium design and long list of unexpected luxury amenities help it earn high marks

**IRVINE, Calif., August, 2019 –** Kia Motors America (KMA) celebrates a double Autopacific win, as the 2019 Cerato sedan and the 2019 Cadenza have been named segment winners in the 2019 Vehicle Satisfaction Awards (VSA). The Cerato outranked some of the segment’s toughest rivals in the compact car segment, while the Cadenza beat out industry stalwarts in the large car category.

“Kia continues to position itself as a leader in design, quality, technology and value, and the AutoPacific Vehicle Satisfaction Awards are positive proof that we’re developing world-class products that exceed customer expectations,” said Michael Cole, chief operating officer and executive vice president, Kia Motors America. “With Cerato and Cadenza winning their categories, Kia has proved it’s delivering exactly what buyers want in their vehicles, whether it’s a compact commuter vehicle or a larger, more luxurious sedan.”

AutoPacific’s VSAs identify the most satisfying vehicles on the market, based on more than 50,000 responses from owners of 2018 as well as 2019 cars and light trucks, which were purchased from September through December 2018. These responses measure owner satisfaction by evaluating more than 33 separate attributes ranging from interior comfort and styling to fuel economy and performance.

“Winning AutoPacific’s Best in Class Vehicle Satisfaction Award takes a special kind of vehicle. This year the Kia Cerato Compact Car and Kia Cadenza Large Car out-pointed their competitors,” said George Peterson, President of AutoPacific, Inc. “Kia owners are very satisfied with the products they have acquired and the value they represent.”

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand.   Kia serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly built in West Point, Georgia.\*

For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com/).  To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**\*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.**

# # #

|  |  |
| --- | --- |
| **For inquiries:** | |
| **Abdullah Omar**  Public Relations Manager  Al Jabr Trading Company "KIA Al Jabr "  Tel: +966 13 858 9666 Ext 1195  Mob: +966 59 999 8531  e-mail: aomar@KIA-sa.com | **Emad Essa**  Account Manager  Phenomenal PR & Events  Tel: +966 12 606 7069 Ext 108  Mob: +966 50 701 4323  E-mail: emad@prphenomenal.co |