

Special Power Report **Kia**

Kia is Highest-Ranked Mass Market Brand in J.D. Power Initial Quality Study for a Fourth Consecutive Year

Two Kia Models Receive Initial Quality Awards

For a fourth consecutive year, Kia ranks highest among all mass market nameplates in the *J.D. Power U.S. Initial Quality StudySM [IQS]*. Kia’s strong performance in the 2018 IQS follows on the heels of industry-leading scores the previous two years (2016-2017), in which

the brand ranked highest among all industry nameplates in initial quality. Further, Kia has now ranked among the top two nameplates in overall initial quality in each of the last four years.

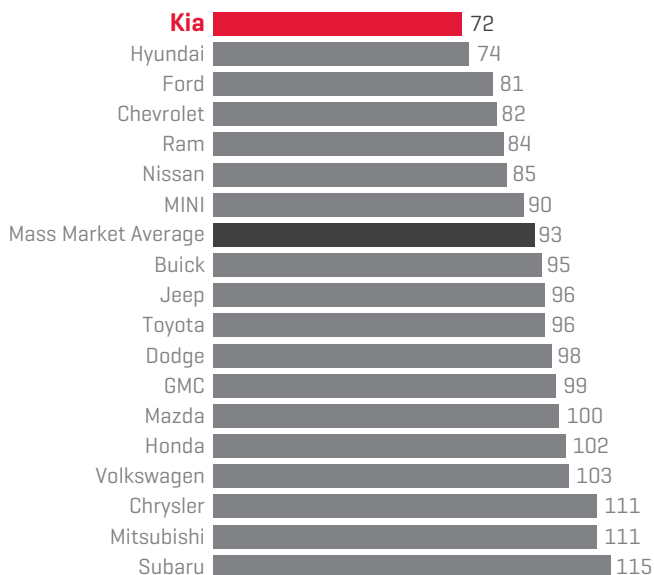
In addition to its outstanding performance in the 2018 IQS, Kia produces two award-recognized models: the 2018 Sorento in the Midsize SUV segment (third award in four years), and the 2018 Kia Rio in the Small Car segment.

The *U.S. Initial Quality Study*, now in its 32nd year, is an early indicator of long-term vehicle quality, measuring both defects/malfunctions and design-related problems—features that may be operating as intended but are poorly located or difficult to use.

In ranking highest among all mass market brands industry-wide, Kia earns an overall score of 72 problems per 100 vehicles (PP100) in the 2018 IQS, which outperforms industry average by 21 PP100. Additionally, Kia outperforms industry average in seven of eight problem categories measured in the study, including: Audio/Communication/Entertainment/Navigation (ACEN); Interior; Features/Controls/Displays (FCD); Engine/Transmission; Seats; Heating, Ventilation, and Air Conditioning (HVAC); and Exterior.

2018 MASS MARKET NAMEPLATE IQS RANKING

Problems per 100 Vehicles [PP100], Lower Score = Higher Quality



Source: J.D. Power 2018 U.S. Initial Quality StudySM [IQS]

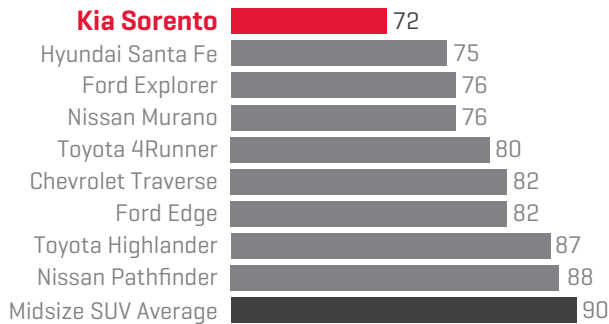
Kia Sorento Leads Midsize SUV Rankings

The Sorento [68 PP100] receives its second consecutive IQS segment award, and third in four years. It outperforms the Midsize SUV average [90 PP100] in seven of eight problem categories.



2018 MIDSIZE SUV IQS RANKING

Problems per 100 Vehicles (PP100),
Lower Score = Higher Quality



Source: J.D. Power 2018 U.S. Initial Quality StudySM [IQS]

Other nameplates ranked in the study (in alphabetical order): Buick Enclave, Dodge Durango, Dodge Journey, Ford Flex, GMC Acadia, Honda Pilot, Jeep Grand Cherokee, Mazda CX-9, Subaru Outback, and Volkswagen Atlas.

Kia Rio is Highest-Ranked Small Car in Initial Quality and Vehicle Dependability

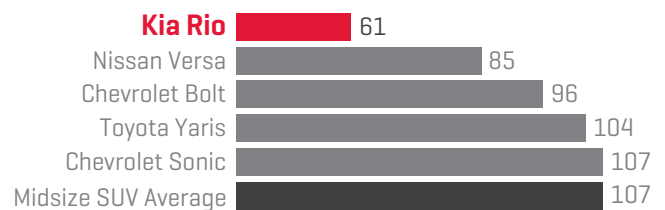
The redesigned 2018 Kia Rio [61 PP100] receives an award in the Small Car segment of the 2018 IQS. It outperforms the Small Car average [107 PP100] by a significant 46 PP100, and in seven of eight problem categories.

In the 2018 Vehicle Dependability Study, which measures problems owners experienced during the third year of ownership, the 2015 Rio outperforms the Small Car average [171 PP100] by a significant 68 PP100, and has the fewest design- and defect-related problems in the segment.



2018 SMALL CAR IQS RANKING

Problems per 100 Vehicles (PP100),
Lower Score = Higher Quality



Source: J.D. Power 2018 U.S. Initial Quality StudySM [IQS]

Other nameplates ranked in the study (in alphabetical order): Honda Fit, Toyota Prius c, and Mitsubishi Mirage.

About the Study: The 2018 U.S. Initial Quality Study is based on responses from more than 75,000 purchasers and lessees of new 2018 model-year vehicles who were surveyed after 90 days of ownership. The study is based on a 233-question battery organized into eight problem categories designed to provide manufacturers with information to facilitate the identification of problems and drive product improvement. The study was fielded from February through May 2018. Find detailed information on vehicle quality, as well as model photos and specs, at www.jdpower.com/quality