

Special Power Report Kia

Kia is No. 1 among All Industry Brands in J.D. Power Initial Quality Study for a Second Consecutive Year

Five Kia Models Receive Initial Quality Awards

For the second year in a row, Kia ranks highest among all automotive industry nameplates in the J.D. Power U.S. Initial Quality StudySM (IQS). Last year, in the 2016 IQS, Kia became the first non-luxury brand in 27 years to lead the industry in initial quality, following a strong performance in the 2015 IQS, in which the brand ranked second overall.

In addition to its industry-leading performance in the 2017 IQS, Kia produces five award-recognized models: the 2017 Soul in the Compact MPV segment (third consecutive year); 2017 Sorento in the Midsize SUV segment (second award in three years); 2017 Kia Forte in the Compact Car segment; 2017 Kia Cadenza in the Large Car segment; and the all-new 2017 Kia Niro in the Small SUV segment.



In ranking highest among all brands industry-wide, Kia earns an overall score of 72 problems per 100 vehicles (PP100) in the 2017 IQS, which outperforms industry average by 25 PP100 and represents an 11-point improvement from 83 PP100 in 2016.

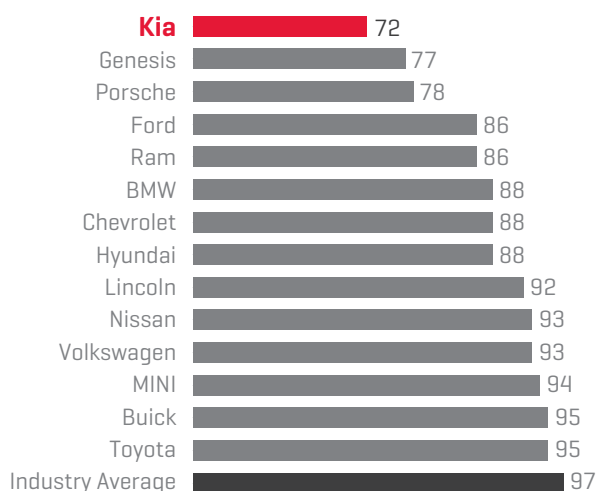
The 2017 IQS evaluates eight problem categories that comprise initial quality:

- Exterior
- Driving Experience
- Features/Controls/Displays (FCD)
- Audio/Communication/Entertainment/Navigation (ACEN)
- Seats
- Heating, Ventilation, and Air Conditioning (HVAC)
- Interior
- Engine/Transmission

The IQS measures both defects/malfunctions and design-related problems—features that may be operating as intended but are poorly located or difficult to use. As a brand, Kia once again improves substantially year over year.

2017 NAMEPLATE IQS RANKING

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



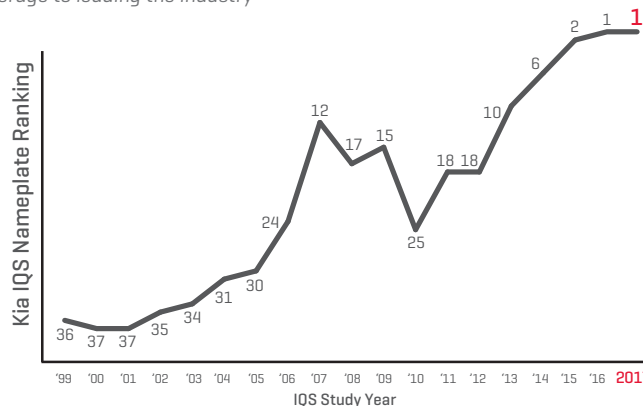
Other nameplates ranked in the study (in alphabetical order): Acura, Audi, Cadillac, Chrysler, Dodge, Fiat, GMC, Honda, Infiniti, Jaguar, Jeep, Land Rover, Lexus, Mazda, Mercedes-Benz, Mitsubishi, Subaru, and Volvo.

Source: J.D. Power 2017 U.S. Initial Quality StudySM (IQS)

The U.S. Initial Quality Study, now in its 31st year, examines problems experienced by new-vehicle owners during the first 90 days of ownership. Initial quality is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality. The study is also an early indicator of long-term vehicle quality.

KIA BRAND HISTORICAL IQS RANK PERFORMANCE

In just 6 years, Kia has improved its overall IQS ranking from below industry average to leading the industry



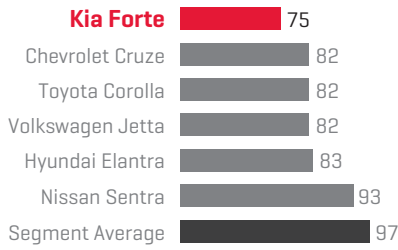
Source: J.D. Power U.S. Initial Quality StudySM (IQS)—1999-2017

About the Study: The 2017 U.S. Initial Quality Study is based on responses from nearly 80,000 purchasers and lessees of new 2017 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 2017. Find detailed information on vehicle quality, as well as model photos and specs, at www.jdpower.com/quality.

J.D. Power 2017 U.S. Initial Quality StudySM (IQS)

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

2017 COMPACT CAR IQS RANKING



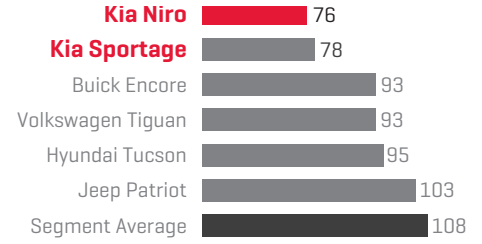
Other models ranked in the segment (in alphabetical order): Chevrolet Volt, Ford Focus, Honda Civic, Mazda MAZDA3, MINI Clubman, Nissan LEAF, Subaru Impreza, Subaru WRX, Toyota Prius, Volkswagen Beetle, and Volkswagen Golf.

The Forte, Kia's small car entry, receives its first-ever IQS award in 2017 in the Compact Car segment with a score of 75 PP100. The Forte improves by 11 PP100 from 2016, with its largest gains coming from the Exterior and Features/Controls/Displays (FCD) categories.



2017 Kia Forte

2017 SMALL SUV IQS RANKING



Other models ranked in the segment (in alphabetical order): Chevrolet Trax, Honda HR-V, Jeep Compass, Jeep Renegade, Mazda CX-3, Mitsubishi Outlander Sport, Nissan JUKE, and Subaru Crosstrek.

The Kia Niro is one of three all-new or redesigned models to receive a segment award in the 2017 IQS (Kia Cadenza and Chrysler Pacifica). The Niro [76 PP100] outperforms the Small SUV segment average [106 PP100] by a significant 30 PP100.



2017 Kia Niro

2017 COMPACT MPV IQS RANKING



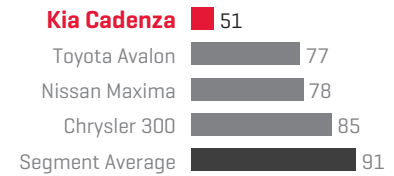
Other models ranked in the segment (in alphabetical order): Ford C-Max, Ford Transit Connect, and Toyota Prius v.

For a third consecutive year, the Soul, Kia's unique multi-purpose vehicle, receives a segment award. With a score of 68 PP100 [problems per 100 vehicles]—an improvement of 4 PP100 from last year—the 2017 Kia Soul ranks highest in the Compact MPV segment. The Soul has also received an IQS segment award five times since 2012, and for a third consecutive year in 2017.



2017 Kia Soul

2017 LARGE CAR IQS RANKING



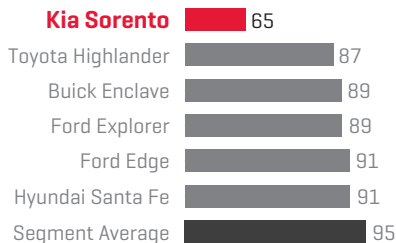
Other models ranked in the segment (in alphabetical order): Buick LaCrosse, Chevrolet Impala, and Dodge Charger.

The Cadenza, redesigned for 2017, leads all models across the industry in initial quality in 2017 with a score of 51 PP100. Design problems are a major strength for the Cadenza, with 14 fewer PP100 than the next closest competitor in the Large Car segment. Additionally, the Cadenza outperforms the Large Car segment average [91 PP100] by a significant 40 PP100.



2017 Kia Cadenza

2017 MIDSIZED SUV IQS RANKING



2017 Kia Sorento

The Sorento [65 PP100] receives its second IQS segment award in three years. It outperforms the Midsize SUV average [95 PP100] in all eight problem categories. The Sorento has the fewest problems within the segment in all four major problem types: Squeaks/Rattles/Abnormal Noises, Difficult to Use (DTU), Broken/Not Working (NW), and Worn/Damaged.

Other models ranked in the segment (in alphabetical order): Chevrolet Traverse, Dodge Durango, Dodge Journey, GMC Acadia, Honda Pilot, Jeep Grand Cherokee, Nissan Murano, Nissan Pathfinder, Subaru Outback, and Toyota 4Runner.