

Special Power Report Kia

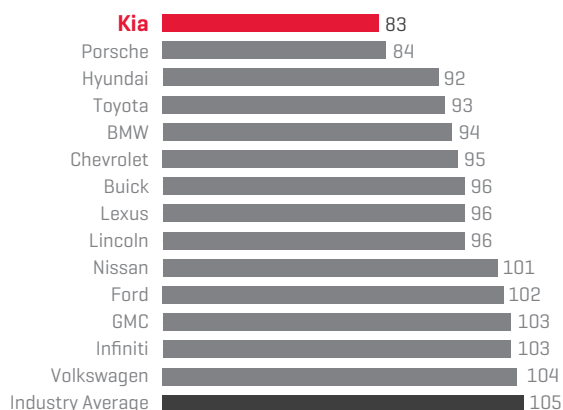
Kia Leads All Industry Brands in 2016 Initial Quality Study

Soul and Sportage Receive Initial Quality Awards

Kia ranks highest among all automotive industry nameplates in the *J.D. Power 2016 U.S. Initial Quality StudySM (IQS)*. This significant milestone comes just one year after Kia ranked second overall in the *2015 IQS*. It also represents the first time in 27 years that a non-luxury brand has led the industry in the *U.S. Initial Quality Study*. In addition to its industry-leading performance this year, Kia produces two award-recognized models: the 2016 Soul in the Compact MPV segment (second consecutive year) and the 2016 Sportage in the Small SUV segment.

2016 NAMEPLATE IQS RANKING

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



Other nameplates included in the study (in alphabetical order): Acura, Audi, Cadillac, Chrysler, Dodge, Fiat, Honda, Jaguar, Jeep, Land Rover, Mazda, Mercedes-Benz, MINI, Mitsubishi, Ram, Scion, smart, Subaru, and Volvo.

Source: J.D. Power 2016 U.S. Initial Quality StudySM (IQS)

2016 marks the first time in 27 years that a non-luxury brand has led all industry nameplates in the *U.S. Initial Quality Study*.

The *U.S. Initial Quality Study*, now in its 30th 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.

Initial quality is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.



In ranking highest among all brands industry-wide, Kia earns an overall score of 83 problems per 100 vehicles (PP100) in the *2016 U.S. IQS*, which exceeds industry average by 22 PP100 and represents a 3-point improvement from 86 PP100 in 2015.

The *2016 U.S. IQS* evaluates eight problem categories that comprise initial quality:

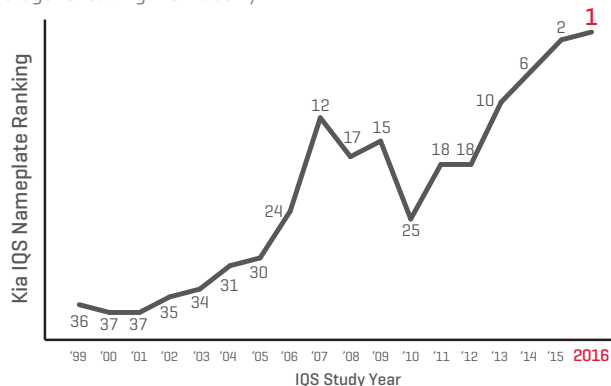
- Exterior
- Driving Experience
- Features/Controls/Displays (FCD)
- Audio/Communication/Entertainment/Navigation (ACEN)
- Seats
- Heating, Ventilation, and Air Conditioning (HVAC)
- Interior
- Engine/Transmission

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.

Continued >

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



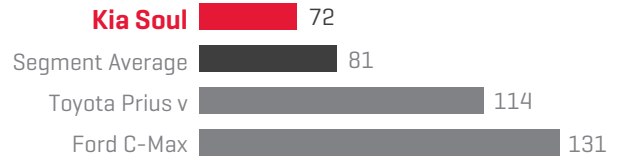
Source: J.D. Power U.S. Initial Quality StudySM (IQS)—1999-2016

For a second consecutive year, the Soul, Kia's unique multi-purpose vehicle, is the brand's highest-performing model in the *Initial Quality Study*. With a score of 72 PP100 (problems per 100 vehicles)—an improvement of 5 PP100 from last year—the 2016 Kia Soul ranks highest in the Compact MPV segment and is among the 10 highest-scoring models industry-wide. The Soul has also received an IQS segment award four times since 2012, and for a second consecutive year in 2016. Additionally, the Soul outperforms the Compact MPV average (81 PP100) by 9 PP100. Also, the Soul has both the fewest number of design-related problems and defect/malfunction problems in the Compact MPV segment. Furthermore, the Soul improves significantly year over year in the Audio/Communication/Entertainment/Navigation category, with a 6.1 PP100 improvement.

The Soul has both the fewest number of design-related problems and defect/malfunction problems in the Compact MPV segment.

2016 COMPACT MPV IQS RANKING

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



Source: J.D. Power 2016 U.S. Initial Quality StudySM [IQS]



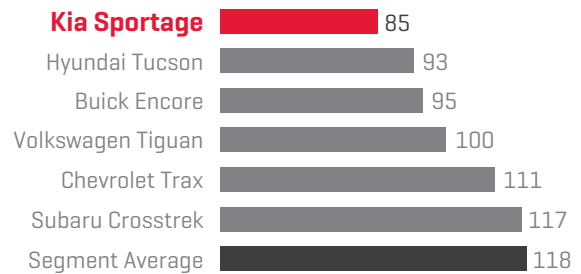
2016 Kia Soul

The Sportage, Kia's 5-passenger small crossover SUV, has steadily improved its performance in the *Initial Quality Study*. With a score of 85 PP100 in the 2016 IQS—outperforming segment average by 33 PP100—the 2016 Kia Sportage ranks highest in its segment and receives an award for the third time in four years. Further, the Sportage has the fewest number of design-related problems in its segment. Additionally, the Sportage improves significantly year over year in the Audio/Communication/Entertainment/Navigation category, with an 8.4 PP100 improvement.

The Sportage has the fewest number of design-related problems in its segment.

2016 SMALL SUV IQS RANKING

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



Other models included in the segment (in alphabetical order): Fiat 500X, Honda HR-V, Jeep Compass, Jeep Patriot, Jeep Renegade, Mazda CX-3, MINI Countryman, and Nissan Juke.

Source: J.D. Power 2016 U.S. Initial Quality StudySM [IQS]



2017 Kia Sportage

About the Study: The 2016 U.S. Initial Quality Study is based on responses from more than 80,000 purchasers and lessees of new 2016 model-year vehicles 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 2016. Find detailed information on vehicle quality, as well as model photos and specs, at www.jdpower.com/quality.