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## **Kia Sportage Ranks First For Quality & Dependability**

If you want a smart and reliable SUV, head straight for the Kia Sportage.

That's the message after the Sportage was ranked number one of the small SUV category in the 2015 JD Power Vehicle Dependability Study (VDS) in the United States.

The VDS survey is one of the most comprehensive studies investigating vehicle dependability in the US, and it's not the first time the Kia SUV has been honored by the world-renowned quality agency.

The Sportage won two consecutive Initial Quality Study (IQS) awards from JD Power in 2014 and 2013.

The industry-wide study examines problems experienced during the past 12 months by original owners of three year old vehicles.

Overall dependability is determined by the number of problems experienced per 100 vehicles, expressed as PP100. A lower score reflects a higher long-term quality level, and the Sportage SUV ranked first in a field of seven contenders with a score of 129 PP100.

VDS measures the long-term quality of vehicles, including new technology and features currently available to buyers. It includes 32 nameplates and 228 models, covering 177 specific problem symptoms grouped into eight major vehicle categories.

While the study is conducted in the US, the news is equally good for New Zealand Kia Sportage owners, as our vehicles are very similar to those sold in the States.

"The JD Power VDS award reinforces Kia's ongoing commitment to quality and dedication to craftsmanship in building world-class products," says Todd McDonald, General Manager of Kia Motors New Zealand.

“The Sportage is a clear example of how far the entire Kia model range has progressed and this level of quality is tangible evidence of our long-term strategy to enhance the Kia ownership experience.”

Kia’s quality has been further demonstrated by the latest Consumer Reports magazine ‘Brand Report Card’, which rates 1.1 million vehicles in its annual auto survey, along with US government and insurance industry safety tests, and road tests by the magazine’s staff.

Kia was rated among the Top Ten brands for reliability, ahead of prestige marques like BMW and Mercedes-Benz.

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Photo caption 1:                   The Kia Sportage is the most dependable vehicle in its class, according to a comprehensive quality study.

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