

Media Release

Kia Motors New Zealand



NEWS

3 November 2016

Kia Sportage Shines In Dependability Test

AUCKLAND – 3 November 2016

After covering 100,000km with German motoring magazine Auto Bild, the Kia Sportage passed the marathon without any defects or problems and received a '1' as its overall grade – the highest possible score, placing the car as the new leader in the endurance test.

The result saw the Sportage become the first car in the publication's history to complete the test without a single fault.

Auto Bild, which tested the Kia Sportage in everyday situations under a range of conditions, described the score as "richly deserved".

In J.D. Power's recently released 2016 Vehicle Dependability Study, the Sportage stood out with an extremely low number of faults, measured in problems per 100 cars (PP100). The Sportage's result of 45 PP100 not only resulted in victory in the Compact SUV segment, but also placed the car first among 68 models from 24 manufacturers in the overall ranking. The Sportage recorded a 13-point lead over the second place car.

The Vehicle Dependability Study is conducted annually and is the largest long-term satisfaction survey of German car owners. This year, J.D. Power surveyed 15,453 motorists.

Todd McDonald, General Manager of Kia Motors New Zealand says, "This outstanding result reflects similar experiences with the Kia Sportage in the NZ market."

The latest generation Kia Sportage is currently the best-selling SUV in the New Zealand market (excluding rentals).

Its stand-out design, overall packaging, driving qualities and competitive pricing has proven to be a winning formula, contributing to the Sportage receiving many awards.

The Kia Sportage has been a stunning success in markets throughout the world, with sales having reached 392,295 in the first nine months of 2016, which is 37% ahead of the same period last year.

Available with a range of advanced engines, including 2.0-litre and 2.4-litre petrol units, and a 2.2-litre turbo diesel, each matched to a smooth sequential shift 6-speed automatic transmission. The Kia Sportage has a five star ANCAP safety rating and starts from a recommended retail price of \$35,990 + ORC. Like all Kia passenger vehicles, it comes with a 5-year / 100,000km warranty programme and 24-hour roadside assistance package.

-o0o-

Photo caption: The Kia Sportage is the only car to have covered a 100,000km endurance German test without suffering any faults.

About Kia Motors New Zealand

Kia Motors New Zealand Limited (www.Kia.com/NZ) – a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 2006 and sells and services high quality, class leading vehicles like the Soul, Cerato, Optima, Sportage and Sorento through a network of 21 dealers nationwide. Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

Further Enquiries: Todd McDonald, General Manager, Kia Motors NZ, phone 09 573 6070.

Prepared on behalf of Kia Motors New Zealand Ltd by John Ellegard, Stanford James Public Relations and Marketing Communication. Ph 09-444-3545, email john.ellegard@xtra.co.nz.