

Media Release

Kia Motors New Zealand



NEWS

28 June 2016

Two Kia Models Top US Quality Survey

AUCKLAND – 28 June 2016

The quality of Kia vehicles has been reinforced after topping an important industry survey, which also saw two of its popular models placed ahead of their respective competitors.

US-based automotive research consultancy, Strategic Vision, named Kia the highest quality brand under US\$26,000 (in a tie) in the annual Total Quality Impact (TQI) study. Leading the way for Kia were the Sorento, achieving the highest TQI scores in the mid-size CUV/SUV segment, and Carnival (known as 'Sedona' in the US), which tied for top MPV.

Strategic Vision surveyed more than 39,000 new car owners to determine how well their vehicles are meeting their needs and to identify any issues. Owners who participated in the survey praised the Sorento for its excellent value and premium interior design, while others gave the Carnival high marks for its innovative features, interior craftsmanship and performance.

Total Quality Impact (TQI) is the automotive industry's most complete measure of the quality of a new vehicle. It encompasses the quality of the vehicle itself, as well as the quality of the owner's experience.

"Kia's focus on design and technology has nurtured the belief that customers have in the thoughtfulness and quality of their products," says Alexander Edwards, President of Strategic Vision.

"The Total Quality Award winners, and other well-performing models like the Optima (which topped its segment last year), point to the success that Kia has had in this regard."

It's the second major quality award win for Kia in the space of a month, after Kia ranked highest among all popular brands in the recently announced 2016 AutoPacific Vehicle Satisfaction Awards (VSA) and placed fifth overall in the industry – ahead of luxury brands such as Audi, BMW, Mercedes-Benz and Porsche.

Todd McDonald, General Manager of Kia Motors New Zealand says, "Kia continues to shine in quality surveys focusing on how a customer perceives their vehicle, and this underlines the confidence and satisfaction of Kia owners."

“With the Sorento and Carnival we have prime examples of Kia’s commitment to surpassing consumer expectations in everything we do.”

– ENDS –

Photo captions: The Kia Sorento and Carnival have topped their respective segment in an important quality survey, whilst the overall brand itself was also highly praised.

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 09-815 0589, email john.ellegard@xtra.co.nz.