

# Media Release

Kia Motors New Zealand



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## NEWS

**September 2017**

### **All 2017 Kia Rios awarded 5-star ANCAP Safety Rating.**

**AUCKLAND - September 2017**

All versions of the new 2017 Kia Rio on sale in New Zealand have been awarded a 5-star safety rating following the latest ANCAP tests.

Launched earlier this year with a brand new and much stiffer bodyshell, the latest Rio advances its safety credentials based on greater use of high strength, lightweight steel that now makes up 51% of the car's structure.

The strength of the new 5-door Rio was highlighted in the crash testing undertaken as part of the ANCAP programme, resulting in full marks for the side impact and pole tests and a very creditable 14.5 marks out of 16 for the frontal offset test.

The Kia Rio achieved an overall ANCAP score of 35.52 points out of a possible maximum of 37 on its way to being given a 5-star safety rating.

A spokesperson for ANCAP says: "There is healthy competition within the Light Car segment, and the 5-star rating for all variants of the Rio adds to this."

Todd McDonald, General Manager of Kia Motors New Zealand, says that because it is more difficult for small cars to achieve 5-star safety status, the achievement of the new Rio is all the more pleasing.

“That the new Rio has become one of our best-selling models since it was introduced this year is testimony to the stylish design and the improvements in space, refinement and technology, not to mention safety, which is now officially endorsed for our market,” says Mr McDonald.

The fourth generation Kia Rio has grown in size and stature, featuring a longer wheelbase, bigger cabin and a much more purposeful stance. It’s distinctive new look and more mature character are derived from the longer bonnet and more vertical nose and rear hatch.

Among the stand out features of new Kia Rio is the on-road performance, which is the result of the ANZAC suspension tuning programme that saw further development of the chassis for greater driving appeal, with more agile and immediate handling, while improving ride comfort.

Powered by a 1.4-litre petrol engine, with a choice of manual or automatic transmissions, all Rio models are more highly specified than before, including new standard features like Android Auto™ and Apple CarPlay.

The 2017 Kia Rio is on sale in New Zealand from a recommended \$22,490 + on road costs and, like all Kia passenger vehicles, it benefits from an impressive 5-Year/100,000km Warranty Programme and Roadside Assist package.

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Photo caption: The 2017 Kia Rio has been awarded a 5-star ANCAP safety rating across the range in New Zealand.

### **About Kia Motors New Zealand**

Kia Motors New Zealand Limited ([www.Kia.com/NZ](http://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 22 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.

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