

Media Release

Kia Motors New Zealand



NEWS

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Kia #1 in Mass Market Quality Study 4 years running

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Kia has been named the number one non-premium automotive brand in the influential JD Power 2018 Initial Quality Study (IQS) for the fourth consecutive year.

The IQS is regarded as one of the world's most important benchmarks when it comes to measuring vehicle quality because of the comprehensive nature of the study.

For the 2018 edition of the Initial Quality Study, JD power obtained responses from 75,712 customers of new 2018 model-year vehicles who were surveyed on their experiences after 90 days of ownership. Vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality issues reported by vehicle owners.

Matching the results of the past three years, Kia owners reported fewer issues compared to any other mass market brand, with 72 problems per 100 vehicles.

"To reach number one was no mean feat back in 2015, but to continue to be regarded as the quality leader among all mass market brands over four years leaves no doubt as to the high standards across all Kia models," says Todd McDonald, General Manager of Kia Motors New Zealand.

"It's an achievement that underlines the world-class quality and craftsmanship instilled into every car and SUV that Kia builds."

The result reflects the high regard owners have for their Kia vehicles, with Soul heading the Multi-Purpose Vehicle category for the fourth year running. Other category winners were the Kia Sorento, which emerged as the top Midsize SUV and Rio, which beat its Small Car rivals. A trio of Kia models took out second place in their respective categories – the Kia Optima, Sportage and Carnival– while the Cerato was amongst the top cars in the Compact Car class.

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Photo caption: In winning the Midsize SUV category, the Kia Sorento helped Kia retain its position as the number one non-premium automotive brand in the JD Power 2018 Initial Quality Study for the fourth year running.

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, Sorento and Stinger through a network of 23 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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