



## Kia Motors America

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## News Release

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## KIA MOTORS AMERICA ANNOUNCES 2017 NIRO PRICING

### All-New Niro Crossover Offers Value, Utility and Exceptional Fuel Economy

- Five different trim levels offer a Niro for every buyer
- Crossover utility and hybrid efficiency at an affordable price

**IRVINE, Calif., Jan. 24, 2017** — Kia Motors America (KMA) today announced pricing for the all-new 2017 Niro crossover hybrid. When the Niro arrives in dealerships early in 2017 it will be offered in five trim levels – FE, LX, EX, Touring and a limited-production, Launch Edition. MSRP<sup>1</sup> for the FE is just \$22,890<sup>1</sup> and the top-of-the-line Touring with its many luxury, infotainment and convenience features is \$29,650. Destination charges of \$895 are not included in the MSRP.

“At Kia, we’re always striving to offer exciting new products that redefine their segments in all areas, including price,” said Orth Hedrick, vice president of product planning, KMA. “The new Niro checks all the boxes – it provides crossover utility, good looks, outstanding fuel economy, it’s fun to drive *and* it’s affordable.”

The Niro FE, with a starting MSRP of \$22,890 and 50-MPG (combined)<sup>2</sup>, is equipped with a long list of standard features, including: 16-inch wheels; 6-way front seats; power windows; keyless entry; cruise control; 7-inch touchscreen display with rearview camera; UVO3 with Apple CarPlay<sup>TM3</sup>, Android Auto<sup>TM4</sup> and a six-speaker audio system with steering-wheel-mounted controls.

Moving up to the \$23,200 LX trim adds Smart Key with push button start, roof rails and LED rear combination lamps. Among the extras added to EX \$25,700 are heated combination cloth and leather seating, leather-wrapped steering wheel, LED daytime running lights, heated power folding mirrors, front fog lamps, and Blind Spot Detection (BSD) with Rear Cross Traffic Alert (RCTA) and Lane Change Assist (LCA) driver assistance features<sup>5</sup>.

The Launch Edition is available in Snow White Pearl or Aurora Black Pearl exterior colors and offers an exclusive look via the unique Hyper Gray 18-inch alloy wheels with Michelin tires, unique metallic color grille, 10-way driver’s seat, 8-inch touchscreen navigation system, 8-speaker Harman Kardon<sup>®6</sup> premium audio and is \$28,000.

Touring trim \$29,650 is equipped with an amazing array of additional features – power tilt/slide sunroof, front and rear park assist, heated and ventilated seats, heated steering wheel, 10-way power driver’s seat with memory and 8-speaker Harman Kardon<sup>®</sup> premium audio,

Three option packages are available. Advanced Technology Package is offered on the LX at \$1,450 and includes Forward Collision Warning, Autonomous Emergency Braking, and Lane Departure Warning System<sup>5</sup>. Sunroof and Advanced Technology Package is offered on EX at \$2,300 and includes power tilt/slide sunroof, Smart Cruise Control, Forward Collision Warning, Autonomous Emergency Braking, and Lane Departure Warning System<sup>5</sup>. The Advanced Technology Package \$1,900 offered on Touring includes HID headlights, wireless phone charger and 110V inverter, Smart Cruise Control, Forward Collision Warning, Autonomous Emergency Braking, and Lane Departure Warning System<sup>5</sup>.

### About Kia Motors America

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts**

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1 MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. \$900 destination charges not included.

2 Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition. Niro EPA estimated MPG city/highway/combined FE 52/49/50, LX 51/46/49, EX 51/46/49, Touring Launch 46/40/43, Touring 46/40/43.

3 Apple<sup>®</sup> and Apple CarPlay<sup>™</sup> are registered trademarks of Apple Inc.

4 Android<sup>™</sup> and Android Auto<sup>™</sup> are trademarks of Google, Inc.

5 These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

6 Harman Kardon is a registered trademark of Harman International Industries, Incorporated.

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