



Kia Motors America

111 Peters Canyon Road Irvine
CA 92606-1790 USA
T 949-468-4800 F 949-468-4515

News Release

James Bell

Director, Corporate Communications
(949) 468-4625
(949) 344-8803
jbell@kiausa.com

Shamit Choksey

Sr. Account Supervisor
(949) 468-4819
(310) 221-1696
shamit.choksey@zenogroup.com

2017 KIA OPTIMA RECEIVES TOP SAFETY PICK PLUS RATING FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY

2017 Optima Earns the Prestigious Safety Award Under New Headlight Testing Standards

IRVINE, Calif., June 1, 2017 – Kia Motors America’s (KMA) top-selling sedan, the 2017 Optima, has earned the highest designation possible – Top Safety Pick Plus (TSP+) – from the Insurance Institute for Highway Safety (IIHS) for vehicles built after March 2017 when equipped with optional front crash prevention and LED headlights with High Beam Assist. The rating reflects top scores in each of five crashworthiness tests as well as the integration of Autonomous Emergency Braking (AEB)¹ for crash prevention and new headlamp testing standards which were introduced this year. Aside from earning “good” crashworthiness ratings and a superior rating for the optional front-crash prevention system, the 2017 Optima achieved a “good” rating in IIHS headlamp testing².

“The Insurance Institute for Highway Safety sets some of the highest standards when it comes to evaluating vehicle safety, and the Top Safety Pick Plus designation is a significant achievement that substantiates Kia’s ongoing effort to improve the quality and integrity of our world-class model line,” said Orth Hedrick, vice president, product planning, KMA. “We are pleased that the Optima received strong ratings across all of IIHS’ rigorous testing, validating the high priority we place on safety for our customers.”

To qualify for TSP+, the IIHS testing parameters require each vehicle to earn “good” ratings in five crashworthiness tests – small overlap front, moderate overlap front, side impact, roof strength and head restraints – as well as an “advanced” or “superior” rating for front crash prevention and an “acceptable” or “good” rating in headlight testing.

The 2017 Optima offers a suite of available driver assistance systems³ such as Advanced Smart Cruise Control (ASCC),³ Blind Spot Detection (BSD)³ with Lane Change Assist,³ Rear Cross Traffic Alert (RCTA),³ Rear Parking Assist System (RPAS),³ Front Collision Warning System (FCWS),³ Lane Departure Warning System (LDWS)³ and Autonomous Emergency Braking (AEB)³.

About the 2017 Optima

Conceived under the watchful eye of Kia’s president and chief design officer, Peter Schreyer, with modern and instantly recognizable design cues, the Optima exudes an athletic and sophisticated identity. Available with three engine choices, including a new 1.6-liter turbocharged four-cylinder that’s mated to a seven-speed Dual Clutch Transmission (DCT), the Optima is highly confident on the road. The Optima’s cabin features an impressive level of craftsmanship that comes standard across five trim levels – LX, LX 1.6T, EX, SX and SXL.

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.

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

*** 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.**

¹ When equipped with available Autonomous Emergency Breaking (AEB). AEB is not a substitute for safe driving and may not detect all objects in front of vehicle. Always drive safely and use caution.

² When equipped with LED headlights with High Beam Assist.

³ These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution.

Press Release Information Accuracy Disclaimer

Information posted in press releases on the Kia Media website was accurate at the time of posting but may be superseded by subsequent releases or other information.