



KIA MOTORS

The Power to Surprise[®]

Carline Accolade Overview






Rio / Rio5



Accolade	ACEEE "Greenest Vehicles of 2009"	MSN Autos Editor's Top Pick "Top 10 Cars for Less Than \$15,000"	US EPA Certified "SmartWay Certification Mark"		
MY	09	09	10		
Vehicle	Rio	Rio5	Rio		
Awarded Date	2/5/2009	3/27/2009	12/18/2008		
Expiration Date			2-year agreement with option to extend		
Licensing Fee					
Award Image					
Methodology	Three types of vehicle-specific data form the basis of the ACEEE's Green Book® ratings: tailpipe emissions, given by the emissions standard to which a vehicle is certified; fuel economy, based on EPA test cycles; and vehicle mass (curb weight).	For less than \$15,000, you can purchase a vehicle equipped with an abundance of safety features, adequate power and exceptional fuel economy.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.		
Advertising Verbiage	ACEEE "Greenest Vehicles of 2009"	MSN Autos Editor's Top Pick "Top 10 Cars for Less Than \$15,000" - autos.msn.com	US EPA Certified "SmartWay Certification Mark"		
Legal Disclaimer	ACEEE's Green Book® Online (www.greencars.org)				
Communication Uses			Incorporated into kia.com		

Spanish Accolade	ACEEE "Vehículos Más Ecológicos del 2009"	Elegido ganador por los Editores de MSN Autos, categoría "Mejores 10 Autos de Menos de \$15,000"	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.		
Spanish Advertising Verbiage	ACEEE "Vehículos Más Ecológicos del 2009"	Elegido ganador por los Editores de MSN Autos, categoría "Mejores 10 Autos de Menos de \$15,000"	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.		
Spanish Legal Disclaimer	Green Book® Online de ACEEE (www.greencars.org)	autos.msn.com			







Accolade	Texas Auto Writers Association 'Best Value' Award for the 2009 Spring Challenge	NHTSA Five-Star Frontal Crash Rating	"Coolest New Cars Under \$18,000" List by Kelley Blue Book's Kbb.com	2009 North American Concept Truck of the Year	IIHS Top Safety Pick	2009 Top 10 Back-to-School Cars by Kelley Blue Book's Kbb.com	Edmunds.com Top 10 Consumers' Favorite Cars for College
MY	MY10	MY10	MY10		MY10	MY10	MY10
Vehicle				Soul/ster			
Awarded Date	5/5/2009		6/22/2009	6/24/2009	11/18/2009	8/21/2009	9/1/2009
Expiration Date				6/24/2010			
Licensing Fee		Submit final creative for approval	Usage requires signing of NDA forms from KBB as well as formal request for each use.			Usage requires signing of NDA forms from KBB as well as formal request for each use.	Formal request for each use
Award Image		★★★★★					
Methodology	Texas Auto Writers Associate's Annual Spring Challenge Award is determined by the most First Place votes out of 40 entries for best value.	Frontal impact tests carried out by the National Highway Traffic Safety Administration. Rating is based on risk of head and chest injury.	In choosing the 10 Coolest New Cars Under \$18,000, Safety, fuel economy, interior size, comfort, technology and fun-to-drive are all considered, as is the decidedly subjective cool factor.	A jury of more than two dozen professional automotive journalists from throughout North America selected the winners from 40 Concept Vehicles and 12 Production Preview Vehicles that made a North American debut during the 2008 Auto Show season	Vehicles that earn good front, side, and rear ratings qualify as Top Safety Picks.	Those considering a new entry-level vehicle will find the latest and greatest safety and technology advancements, and a full warranty. Every new car listed on this year's Back-to-School list features New Car Blue Book Values that start at under \$18,000	Every month Edmunds.com invites consumers to vote on their favorite vehicles in a specific category.
Advertising Verbiage	Texas Auto Writers Association 'Best Value Award for the 2009 Spring Challenge	NHTSA Five-Star Frontal Crash Rating	Coolest New Cars Under \$18,000' List by Kelley Blue Book's Kbb.com	2009 North American Concept Truck of the Year	2009 IIHS Top Safety Pick	"Kelley Blue Book's kbb.com named the Soul one of its 2009 Top 10 Back-to-School Cars."	An Edmunds.com Consumers' Favorite -- Best Cars for College (September 2009)
Legal Disclaimer		Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SABs).			2009 Top Safety Pick—Insurance Institute for Highway Safety for model year 2010.	For more information about the 2009 Top 10 Back-to-School Cars from Kelley Blue Book's kbb.com, visit www.kbb.com/schoolrides09. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.	
Communication Uses					Incorporated into kia.com		

Spanish Accolade	Premio al "Mejor Valor" de la Asociación de Escritores de Autos de Texas para el Reto de la Primavera de 2009	Cinco estrellas de calificación contra impactos frontales de la NHTSA	Lista de los 'Mejores y Más Divertidos Carros de Menos de \$18,000' de Kelley Blue Book's Kbb.com	Prototipo de Camioneta del Año en Norte América del 2009	IIHS Mejor Elección de Seguridad en el 2009	Mejores 10 Carros del 2009 para el Regreso a la Escuela, por Kbb.com del Kelley Blue Book	
Spanish Adverting Verbiage	Premio al "Mejor Valor" de la Asociación de Escritores de Autos de Texas para el Reto de la Primavera de 2009	Cinco estrellas de calificación contra impactos frontales de la NHTSA	Lista de los 'Mejores y Más Divertidos Carros de Menos de \$18,000' de Kelley Blue Book's Kbb.com	Prototipo de Camioneta del Año en Norte América del 2009	IIHS Mejor Elección de Seguridad en el 2009	"kbb.com, de Kelley Blue Book declaró al Soul como uno de los 10 Mejores Autos para el Regreso a la Escuela en 2009."	Un Favorito de los Consumidores de Edmunds.com – Los mejores autos para estudiantes de la universidad (Septiembre 2009)
Spanish Legal Disclaimer		Las calificaciones del gobierno basadas en estrellas son parte del programa New Car Assessment Program (www.safercar.gov) de la National Highway Traffic Safety Administration (NHTSA). Modelo probado con bolsas de aire laterales estándar (SABs).			Mejor Elección de Seguridad en el 2009, por parte del Insurance Institute for Highway Safety, para el modelo 2010.	Para más información acerca de la elección de los 10 Mejores Autos para el Regreso a la Escuela en 2009 por kbb.com, de Kelley Blue Book, visita www.kbb.com/schoolrides09. Kelley Blue Book es una marca registrada de Kelley Blue Book Co., Inc.	



Accolade	US EPA Certified "SmartWay Certification Mark"	Kelley Blue Book's kbb.com named the Kia Soul one of its "2009 Top 10 Coolest New Cars Under \$18,000."	2010 Popular Mechanics Automotive Excellence Awards "Best Value Award"	2010 Active Lifestyle Vehicle award winner in the "Super Value Award" category'	Consumers Digest Best Buy	Edmunds.com's Top Recommended vehicles for 2010
MY	MY10	MY10	MY10	MY10	MY10	MY10
Vehicle						
Awarded Date	12/18/2008		10/28/2009	11/16/2009		1/8/2010
Expiration Date	2-year agreement with option to extend				11/12/2010	
Licensing Fee		Submit final creative for approval	Submit final creative for approval		Submit final creative for approval	Formal request for each use
Award Image						
Methodology	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	The 10 Coolest New Cars Under \$18,000 are chosen using the same set of criteria that consumers use in examining such vehicles. Safety, fuel economy, interior size, comfort, technology and fun-to-drive are all considered, as is the decidedly subjective cool factor. The list of qualifying vehicles under \$18,000 is put together using our New Car Blue Book Values, which reflect real-world transaction prices and provide a more useful comparison point than Manufacturer's Suggested Retail Price (MSRP). Every vehicle on the list can be purchased for less than \$18,000.	Automotive Excellence Awards are chosen by the magazine's expert editorial team, these awards recognize the best in automotive design, execution and technology for 2010 model year vehicles in ten specific categories	Thirteen automotive jurors evaluate the initial field of entries for the 2010 Active Lifestyle awards. The candidates considered are cars and trucks that best meet the needs of people with active lifestyles.	"Best Buy" recipients are based on what vehicles Consumers Digests believe offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Edmunds.com uses the lowest available base MSRP (i.e., the price of the least expensive trim level, without any options) for each vehicle to determine each vehicle's price category.
Advertising Verbiage	US EPA Certified "SmartWay Certification Mark"	"Kelley Blue Book's kbb.com named the Kia Soul one of its 2009 Top 10 Coolest New Cars Under \$18,000."	2010 Popular Mechanics Automotive Excellence Awards "Best Value Award"	2010 Active Lifestyle Vehicle award winner in the "Super Value Award" category'	Consumers Digest Best Buy	"Top Recommended" Vehicle for 2010 -- Edmunds.com
Legal Disclaimer		For more information about the 2009 Top 10 Coolest New Cars Under \$18,000 from Kelley Blue Book's kbb.com, visit www.kbb.com/coolcars2009. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.			The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	
Communication Uses					Incorporated into kia.com	
Spanish Accolade	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.	El Kelley Blue Book kbb.com incluyó al Kia Soul como uno de sus "10 Carros Nuevos Más 'Cool' en 2009 de Menos de \$18,000".	Ganador del premio "Best Value Award" 2010, en los Premios a la Excelencia Automotriz de la revista Popular Mechanics	Ganador del premio a la vida activa Active Lifestyle Vehicle 2010, en la categoría "Super Value Award"	"Mejor Compra" según Consumers Digest	Uno de los "vehículos más recomendados" por Edmunds.com para el 2010
Spanish Adverting Verbiage	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.	El Kelley Blue Book kbb.com incluyó al Kia Soul como uno de sus "10 Carros Nuevos Más 'Cool' en 2009 de Menos de \$18,000".	2010 Popular Mechanics Automotive Excellence Awards "Best Value Award"	Ganador del premio a la vida activa Active Lifestyle Vehicle 2010, en la categoría "Super Value Award"	"Mejor Compra" según Consumers Digest	Uno de los "vehículos más recomendados" por Edmunds.com para el 2010
Spanish Legal Disclaimer		Para más información acerca del 10 Carros Nuevos Más 'Cool' en 2009 de Menos de \$18,000, de Kelley Blue Book kbb.com/coolcars2009. Kelley Blue Book es una marca registrada de Kelley Blue Book Co., Inc.			El Sello de Mejor Compra (Best Buy Seal) es una marca registrada de Consumers Digest Communications, LLC, usada bajo licencia.	



Accolade	Best New Hatchback of 2010 by Cars.com	2010 Top Cars for Families by MotherProof.com	The Top 10 Most Lovable Cars	Top 5 2010 Cars for Women Under \$25K	One of the Best Family Cars of 2010 by Parents Magazine and Edmunds.com	Kelley Blue Book's kbb.com named the Kia Soul one of its "2010 Top 10 Coolest New Cars Under \$18,000."
MY	MY10	2010	2010	2010	2010	2010
Vehicle						
Awarded Date	1/13/2010	2/17/2010	4/6/2010	4/8/2010	5/4/2010	5/21/2010
Expiration Date						
Licensing Fee	Submit creative for approval before releasing	Submit creative for approval before releasing	Submit creative for approval before releasing	6 copies (print) and 3 DVDs showing ad verbiage or images must be remitted to The Auto Channel, LLC after publication/airing	Formal request for each use	Submit final creative for approval
Award Image						
		*Optional	*Optional	*Optional		
Methodology	To choose the 2010 Platinum Awards, Cars.com's expert reviewers drove and tested all of the newly introduced and redesigned models for 2010. From that pool of about 70 cars, they chose their favorites based on features, driving quality, mileage and overall value. I'm not sure if there is anything more specific than that, I'll ask our editorial team.	MotherProof.com typical reviewing process is used (entry height, safety, storage space, mpg) as well as expert opinions.	Methodology is based on consumer feedback through my newsletter, email and consumer events I attend or present at during the year.	Methodology is based on writer's journalistic decision	In order to formulate the list, Parents Magazine and Edmunds.com focused on performance and safety technology, plus interior, exterior, and family-friendly features	The 10 Coolest New Cars Under \$18,000 are chosen using the same set of criteria that consumers use in examining such vehicles. Safety, fuel economy, interior size, comfort, technology and fun-to-drive are all considered, as is the decidedly subjective cool factor. The list of qualifying vehicles under \$18,000 is put together using our New Car Blue Book Values, which reflect real-world transaction prices and provide a more useful comparison point than Manufacturer's Suggested Retail Price (MSRP). Every vehicle on the list can be purchased for less than \$18,000.
Advertising Verbiage	Best New Hatchback of 2010 by Cars.com	2010 Top Cars for Families by MotherProof.com	The Top 10 Most Lovable Cars	Top 5 2010 Cars for Women Under \$25K	A Best Family Car of 2010 - Parents Magazine and Edmunds.com	"Kelley Blue Book's kbb.com named the Kia Soul one of its 2009 Top 10 Coolest New Cars Under \$18,000."
Legal Disclaimer	Based on Cars.com editor's testing of 2010 models	Based on MotherProof.com review of 2010 model year	Based on Lauren Fix, The Car Coach®	Byline Katrina Ramser The Auto Channel.Com		For more information about the 2010 Top 10 Coolest New Cars Under \$18,000 from Kelley Blue Book's kbb.com, visit www.kbb.com/coolcars2010 Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.
Communication Uses						
Spanish Accolade	Mejor Vehículo Hatchback Nuevo de 2010 para Cars.com	Mejores 10 Autos para Familias de MotherProof.com	Los 10 Autos Más Queridos	5 Mejores Autos de menos de \$25 mil para mujeres	Mejor Auto Familiar del 2010 —según la revista <i>Parents</i> y Edmunds.com	El Kelley Blue Book kbb.com incluyó al Kia Soul como uno de sus "10 Carros Nuevos Más Cool" en 2010 de Menos de \$18,000".
Spanish Adverting Verbiage	Mejor Vehículo Hatchback Nuevo de 2010 para Cars.com	Mejores 10 Autos para Familias de MotherProof.com	Los 10 Autos Más Queridos	5 Mejores Autos de menos de \$25 mil para mujeres	Mejor Auto Familiar del 2010 —según la revista <i>Parents</i> y Edmunds.com	El Kelley Blue Book kbb.com incluyó al Kia Soul como uno de sus "10 Carros Nuevos Más Cool" en 2010 de Menos de \$18,000".
Spanish Legal Disclaimer	Basado en las pruebas de los modelos 2010 por los editores de Cars.com	Basado en el análisis de MotherProof.com de los modelos 2010	Por Lauren Fix, The Car Coach®	Por Katrina Ramser de TheAutoChannel.com		Para más información acerca del 10 Carros Nuevos Más Cool en 2010 de Menos de \$18,000, de Kelley Blue Book kbb.com/coolcars2010. Kelley Blue Book es una marca registrada de Kelley Blue Book Co., Inc.



Accolade	Nielsen Automotive Most Effective Ad: Kia Soul "Hamsters"	Effie Award Winner "David Vs Goliath"			
MY	2010	2010			
Vehicle					
Awarded Date	5/21/2010	6/8/2010			
Expiration Date					
Licensing Fee					
Award Image		*Pending			
Methodology	Determination of Finalists for the IAG Automotive Advertising Award: The finalists for the 2010 IAG Automotive Advertising Awards are determined based on ad performance results from commercials which were launched in calendar year 2009. A minimum amount of media support and sample was required to register valid results and performance was evaluated at a similar media weight level. Top Ad: This award looked at all ads that broke in 2009. The top ad was one that not only was memorable, but also had strong branding and was well-liked by viewers.	This is an award for smaller, new or emerging brands making inroads against big, established leaders and for established small brands taking on "sleeping giants"			
Advertising Verbiage	Nielsen Automotive Most Effective Ad: Kia Soul "Hamsters"	Effie Award Winner "David Vs Goliath"			
Legal Disclaimer	Determination of Finalists for the IAG Automotive Advertising Award: The finalists for the 2010 IAG Automotive Advertising Awards are determined based on ad performance results from commercials which were launched in calendar year 2009. A minimum amount of media support and sample was required to register valid results and performance was evaluated at a similar media weight level. Top Ad: This award looked at all ads that broke in 2009. The top ad was one that not only was memorable, but also had strong branding and was well-liked by viewers.	*Pending			
Communication Uses					
Spanish Accolade	*Translations with Agency for approval	*Translations with Agency for approval			
Spanish Adverting Verbiage					
Spanish Legal Disclaimer					

SPECTRA



Accolade	NHTSA Five-Star Frontal Crash Rating	US EPA Certified "SmartWay Certification Mark"	The Car Book "Best Bet" for Compact Car size class	MSN Autos Editor's Top Pick "Top 10 Cars for Less Than \$15,000" - Spectra (LX)		
MY	09	09	09	09		
Vehicle	Spectra/Spectra5	Spectra	Spectra	Spectra (LX)		
Awarded Date		12/18/2008	1/6/2009	3/27/2009		
Expiration Date		2-year agreement with option to extend				
Licensing Fee						
Award Image						
Methodology	Frontal impact tests carried out by the National Highway Traffic Safety Administration. Rating is based on risk of head and chest injury.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	Best Bets are based on expected performance in nine categories (crash tests, safety features, rollover, maintenance and repair costs, warranty, fuel economy, complaints, and insurance) with the greatest emphasis placed on crash-test performance.	For less than \$15,000, you can purchase a vehicle equipped with an abundance of safety features, adequate power and exceptional fuel economy.		
Advertising Verbiage	NHTSA Five-Star Frontal Crash Rating		The Car Book "Best Bet" for Compact Car size class	MSN Autos Editor's Top Pick "Top 10 Cars for Less Than \$15,000" - Spectra (LX)		
Legal Disclaimer	Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SABs).		Based on 2009 model-year vehicles in The 2009 Car Book, by Jack Gillis.	autos.msn.com		
Communication Uses	Incorporated into kia.com Spectra Brochure	Incorporated into kia.com	Incorporated into kia.com			
Spanish Accolade	Cinco estrellas de calificación contra impactos frontales de la NHTSA	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE. UU.	"Mejor Opción" según The Car Book en la categoría de carros tipo Compacto.	Elegido ganador por los Editores de MSN Autos, categoría "Mejores 10 Autos de Menos de \$15,000" - Spectra (LX)		
Spanish Adverting Verbiage	Cinco estrellas de calificación contra impactos frontales de la NHTSA			Elegido ganador por los Editores de MSN Autos, categoría "Mejores 10 Autos de Menos de \$15,000" - Spectra (LX)		
Spanish Legal Disclaimer	Las calificaciones del gobierno basadas en estrellas son parte del programa New Car Assessment Program (www.safercar.gov) de la National Highway Traffic Safety Administration (NHTSA). Modelo probado con bolsas de aire laterales estándar (SABs).		Basado en vehículos modelo 2009 en The Car Book 2009, por Jack Gillis.	autos.msn.com		

FORTE



Accolade	MSN Autos 2009 New York International Auto Show "Best in Show."	NADAguides.com "Car of the Month"	US EPA Certified "SmartWay Certification Mark"	NADAguides.com "Car of the Year"	Edmunds.com Top 10 Consumers' Favorite Cars for College	IIHS Top Safety Pick 2010
MY	2010	MY10	MY10	MY10	MY10	M10
Vehicle	Forte Koup	Forte	Forte	Forte		Forte
Awarded Date	5/14/2009	8/17/2009	12/18/2008	12/3/2009	9/1/2009	4/20/2010
Expiration Date			2-year agreement with option to extend			4/19/2010
Licensing Fee	PENDING				Formal request for each use	Submit creative for review and approval and provide hi-res PDF/Beta SP of final ad
Award Image						
Methodology	MSN's editors weigh in on the coolest cars and concepts unveiled in New York.	In choosing Car of the Month, a panel of experts comes to a consensus on a car that they feel is special or important to the industry.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	The following criteria was used to determine the Kia Forte as NADAguides.com 2009 Car of the Year: Best in class horsepower, fuel efficiency, standard safety equipment and cargo capacity.	Every month Edmunds.com invites consumers to vote on their favorite vehicles in a specific category.	Vehicles that earn good front, side, rear and roof strength ratings, and have electronic stability control qualify as Top Safety Picks
Advertising Verbiage	MSN Autos 2009 New York International Auto Show "Best in Show."	NADAguides.com "Car of the Month"	US EPA Certified "SmartWay Certification Mark"	NADAguides.com "Car of the Year"	An Edmunds.com Consumers' Favorite – Best Cars for College (September 2009)	Insurance Institute for Highway Safety Top Safety Pick When Built After October 2009
Legal Disclaimer	autos.msn.com					2010 Top Safety Pick—Insurance Institute for Highway Safety for model year 2010
Communication Uses						
Spanish Accolade	Designado por MSN Autos como el mejor del evento, "Best in Show", en el New York International Auto Show del 2009.	"Carro del Mes" para NADAguides.com	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.	"Carro del Año" para NADAguides.com	Un Favorito de los Consumidores SM de Edmunds.com – Los mejores autos para estudiantes de la universidad (Septiembre 2009)	IIHS Mejor Elección de Seguridad en el 2010
Spanish Adverting Verbiage	Designado por MSN Autos como el mejor del evento, "Best in Show", en el New York International Auto Show del 2009.	"Carro del Mes" para NADAguides.com	Certificado "Marca Certificada SmartWay" por la agencia de protección ambiental (EPA) de los EE.UU.	"Carro del Año" para NADAguides.com	Un Favorito de los Consumidores SM de Edmunds.com – Los mejores autos para estudiantes de la universidad (Septiembre 2009)	MEJOR OPCIÓN EN SEGURIDAD SEGÚN IIHS 2010, PARA VEHÍCULOS FABRICADOS DESPUÉS DE OCTUBRE DE 2009
Spanish Legal Disclaimer	autos.msn.com					Elección Más Segura del 2010—Insurance Institute de Highway Safety para el modelo 2010

OPTIMA



Accolade	MSN.com "Best Car for Teen Drivers"	NHTSA Five-Star Crash Safety Rating in all four crash categories	The Car Book "Best Bet" for the Intermediate car class	"Best Vehicles For Carpooling" by Forbes (NY) (WWW).	US EPA Certified "SmartWay Certification Mark 4 & 6 cylinder vehicle"
MY	2006 or Later	09	09	09	10
Awarded Date	4/14/2008		1/6/2009	2/3/2009	12/18/2008
Expiration Date					2-year agreement with option to extend
Licensing Fee					
Award Image					
Methodology	MSN.com "Best Car for Teen Drivers" award comes from a list of vehicles that <i>Consumer Reports</i> tested and MSN thought were appropriate for young drivers. The list is based on MSN.com test results, and government and insurance-industry crash-test results.	Frontal and side impact tests carried out by the National Highway Traffic Safety Administration.	Best Bets are based on expected performance in nine categories (crash tests, safety features, rollover, maintenance and repair costs, warranty, fuel economy, complaints, and insurance) with the greatest emphasis placed on crash-test performance.	"Best Vehicles For Carpooling" are vehicles that receive five out of five stars on all crash tests and at least four out of five stars on rollover results, then pared down the group by awarding them points based on seating capacity, fuel efficiency, amount of front and rear headroom and legroom, and the presence of standard navigation and entertainment systems	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.
Advertising Verbiage	MSN.com "Best Car for Teen Drivers"	NHTSA Five-Star Crash Safety Rating in all four crash categories	The Car Book "Best Bet" for the Intermediate car class	"Best Vehicles For Carpooling" by Forbes (NY) (WWW).	US EPA Certified "SmartWay Certification Mark 4 & 6 cylinder vehicle"
Legal Disclaimer		Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). Model tested with standard side-impact air bags (SABs)	Based on 2009 model-year vehicles in The 2009 Car Book, by Jack Gillis.		
Communication Uses	Incorporated into kia.com	Incorporated into kia.com Optima Brochure	Incorporated into kia.com		Incorporated into kia.com
Spanish Accolade	"Mejor Carro Para Conductores Adolescentes" - MSN.com	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	"Mejor Opción" según The Car Book en la categoría de carros tipo Intermedio	"Mejores Vehículos Para Viaje 'Compartido'" Por Forbes (NY) (www).	"Marca Certificada SmartWay para vehículos de 4 & 6 cilindros " por la agencia de protección ambiental (EPA) de los EE. UU.
Spanish Adverting Verbiage	"Mejor Carro Para Conductores Adolescentes" - MSN.com	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	"Mejor Opción" según The Car Book en la categoría de carros tipo Intermedio	"Mejores Vehículos Para Viaje 'Compartido'" Por Forbes (NY) (www).	"Marca Certificada SmartWay para vehículos de 4 & 6 cilindros " por la agencia de protección ambiental (EPA) de los EE. UU.
Spanish Legal Disclaimer		Las categorías basadas en estrellas son parte del programa Safercar.gov del Departamento de Transporte de los Estados Unidos (www.safercar.gov). Modelo probado con bolsas de aire laterales estándar (SABs)	Basado en vehículos modelo 2009 en The Car Book 2009, por Jack Gillis.		

AMANTI



Accolade						
MY						
Vehicle						
Awarded Date						
Expiration Date						
Licensing Fee						
Award Image						
Methodology						
Advertising Verbiage						
Legal Disclaimer						
Communication Uses						
Spanish Accolade						
Spanish Advertising Verbiage						
Spanish Legal Disclaimer						

SPORTAGE



Accolade	NHTSA Five-Star Crash Safety Rating in all four crash categories	Most-Improved Cars of the 2000s Based on Cars.com 2009 list of Most-Improved Vehicles	US EPA Certified "SmartWay Certification Mark 4-cylinder vehicle"		
MY	09	09	10		
Awarded Date			12/18/2008		
Expiration Date			2-year agreement with option to extend		
Licensing Fee					
Award Image					
Methodology	Frontal and side impact tests carried out by the National Highway Traffic Safety Administration.	The Most-Improved Cars were selected based on Cars.com editorial expert opinion. Additionally for the lists' purpose, the decade included the 10 years spanning 2000-2009; excluding the 2010 model year, even if the vehicles were on sale in 2009. Vehicles had to be currently available for purchase as a new model to be eligible for the list.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.		
Advertising Verbiage	NHTSA Five-Star Crash Safety Rating in all four crash categories		US EPA Certified "SmartWay Certification Mark for 4-cylinder vehicle"		
Legal Disclaimer	Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). Model tested with standard side-impact air bags (SABs)	Most-Improved Cars of the 2000s Based on Cars.com 2009 list of Most-Improved Vehicles			
Communication Uses	Incorporated into kia.com Sportage Brochure		Incorporated into kia.com		
Spanish Accolade	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	Vehículos con Más Mejoras de la Década del 2000 Según Cars.com Lista de 2009 de los Vehículos Más Mejorados	"Marca Certificada SmartWay para vehículos de 4 cilindros" por la agencia de protección ambiental (EPA) de los EE. UU.		
Spanish Adverting Verbiage	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	Vehículos con Más Mejoras de la Década del 2000 Según Cars.com Lista de 2009 de los Vehículos Más Mejorados	"Marca Certificada SmartWay para vehículos de 4 cilindros" por la agencia de protección ambiental (EPA) de los EE. UU.		
Spanish Legal Disclaimer	Las categorías basadas en estrellas son parte del programa Safercar.gov del Departamento de Transporte de los Estados Unidos (www.safercar.gov). Modelo probado con bolsas de aire laterales estándar (SABs)				

SORENTO



Accolade	NHTSA Five-Star Crash Safety Rating in all four crash categories	"Best New Cars for 2011" by US News and World Report				
MY	09	2011				
Awarded Date		5/7/2010				
Expiration Date						
Licensing Fee		Formal request for each use				
Award Image						
Methodology	Frontal and side impact tests carried out by the National Highway Traffic Safety Administration.	Based on methodology found at http://usnews.rankingsandreviews.com/methodology				
Advertising Verbiage	NHTSA Five-Star Crash Safety Rating in all four crash categories	US News and World Report named Kia Sorento as One of the "Best New Cars for 2011"				
Legal Disclaimer	Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). Model tested with standard side-impact air bags (SABs)					
Communication Uses	Incorporated into kia.com					
Spanish Accolade	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	*Translations with Agency for approval				
Spanish Adverting Verbiage	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA					
Spanish Legal Disclaimer	Las categorías basadas en estrellas son parte del programa Safercar.gov del Departamento de Transporte de los Estados Unidos (www.safercar.gov). Modelo probado con bolsas de aire laterales estándar (SABs)					

BORREGO





Accolade	NHTSA Five-Star Crash Safety Rating in all four crash categories	Autobytel / MyRide.com Editors' Choice Awards Best Kept Secret: 2009 Kia Borrego	The Car Book "Best Bet" for the Midsize SUV class	NEMPA 2009 Winter Vehicle Award - Best in Class-Sport Utility Vehicle	Winner of a 2009 Consumers' Top Rated SM Vehicle Award - Edmunds.com	The Car Book 2010 "Best Bet"
MY	09	09	09	09	09	
Awarded Date		11/4/2008	1/6/2009	2/25/2009	6/16/2009	2/25/2010
Expiration Date						
Licensing Fee						Submit creative for approval before releasing and send final copy of material
Award Image						
Methodology	Frontal and side impact tests carried out by the National Highway Traffic Safety Administration.	Autobytel's editors compiled a list of every new or substantially revised vehicle, assigned them to their respective categories based on factors such as segment and price, and deleted vehicles not driven by at least one editor prior to voting on Oct 28, 2008, with the exception of the Dream Car category. To be considered, a vehicle must be available for sale during the 2008 calendar year. Each editor voted for the vehicle they would most often recommend, with winners determined by a simple majority.	Best Bets are based on expected performance in nine categories (crash tests, safety features, rollover, maintenance and repair costs, warranty, fuel economy, complaints, and insurance) with the greatest emphasis placed on crash-test performance.	Voted on by members of NEMPA, winners of the annual NEMPA Winter Vehicle Awards must be all or four-wheel-drive and are awarded for the vehicle's ability to meet the needs and comfort of the typical New England driver in cold-weather conditions. The NEMPA organization is comprised of the top members of the automotive media in the New England area.	Edmunds.com's 2009 Consumers' Top Rated vehicles are those that received the highest average rating from our visitors as of April 30, 2009. All 2009 vehicle models that received the required minimum number of consumer ratings were eligible. We use the lowest available base MSRP (i.e., the price of the least expensive trim level, without any options) for each vehicle as of April 30, 2009 to determine each vehicle's price category.	Vehicles are rated in nine key Car Book categories: crash tests, safety features, rollover, preventative maintenance, repair costs, warranty, fuel economy, complaints, and insurance. Because safety is the most important component of our ratings, only those cars with crash test scores are considered as potential BEST BETS.
Advertising Verbiage	NHTSA Five-Star Crash Safety Rating in all four crash categories	Autobytel / MyRide.com Editors' Choice Awards Best Kept Secret: 2009 Kia Borrego	The Car Book "Best Bet" for the Midsize SUV class	NEMPA 2009 Winter Vehicle Award - Best in Class-Sport Utility Vehicle	Winner of a 2009 Consumers' Top Rated SM Vehicle Award - Edmunds.com	Car Book Best Bet 2010 Best Bet in The Car Book 2010 A Best Bet in the Midsize SUV category of The Car Book 2010
Legal Disclaimer	Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). Model tested with standard side-impact air bags (SABs)		Based on 2009 model-year vehicles in The 2009 Car Book, by Jack Gillis.	Best-in-Class SUV, \$25,000-\$35,000: Kia Borrego		Based on 2010 model year vehicles in The Car Book 2010 by Jack Gillis Best Bet in the Midsize SUV category, based on 2010 model year vehicles in The Car Book 2010 by Jack Gillis
Communication Uses	Incorporated into kia.com	Incorporated into kia.com	Incorporated into kia.com			

Spanish Accolade	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	Premio al Secreto Mejor Guardado: Kia Borrego 2009 - Elección de los Editores de Autobytel / MyRide.com	"Mejor Opción" según The Car Book en la categoría de vehículos SUV medianos.	Premio al Vehículo del Invierno, 2009. Mejor en la Clase de Vehículos Utilitarios Deportivos - NEMPA	Ganador de un Premio al Vehículo Mejor Calificado por Los Clientes en 2009 - Edmundo.com	"Mejor Opción" según el Car Book 2010
Spanish Advertising Verbiage	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	Premio al Secreto Mejor Guardado: Kia Borrego 2009 - Elección de los Editores de Autobytel / MyRide.com		Premio al Vehículo del Invierno, 2009. Mejor en la Clase de Vehículos Utilitarios Deportivos - NEMPA	Ganador de un Premio al Vehículo Mejor Calificado por Los Clientes en 2009 - Edmundo.com	Mejor Opción en The Car Book 2010 La Mejor Opción en la categoría SUV medianos del The Car Book 2010
Spanish Legal Disclaimer	Las categorías basadas en estrellas son parte del programa Safercar.gov del Departamento de Transporte de los Estados Unidos (www.safercar.gov). Modelo probado con bolsas de aire laterales estándar (SABs)		Basado en vehículos modelo 2009 en The Car Book 2009, por Jack Gillis.	Mejor SUV en su Clase, \$25,000-\$35,000: Kia Borrego		Basado en los modelos 2010 en The Car Book 2010 de Jack Gillis Mejor Opción en la categoría SUV medianos, basado en los vehículos modelo 2010 en The Car Book 2010 de Jack Gillis.

SEDONA







Accolade	NHTSA Five-Star Crash Safety Rating in all four crash categories	IIHS Top Safety Pick	Consumers Digest Best Buy	Edmunds.com's Top Recommended vehicles for 2010		
MY	09	09	10	MY10		
Awarded Date		11/25/2008		1/8/2010		
Expiration Date			11/12/2010			
Licensing Fee						
Award Image						
Methodology	Frontal and side impact tests carried out by the National Highway Traffic Safety Administration.	Vehicles that earn good front, side, and rear ratings qualify as Top Safety Picks.	"Best Buy" recipients are based on what vehicles Consumers Digests believe offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Edmunds.com uses the lowest available base MSRP (i.e., the price of the least expensive trim level, without any options) for each vehicle to determine each vehicle's price category.		
Advertising Verbiage	NHTSA Five-Star Crash Safety Rating in all four crash categories	IIHS Top Safety Pick	Consumers Digest Best Buy	"Top Recommended" Vehicle for 2010 -- Edmunds.com		
Legal Disclaimer	Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). Model tested with standard side-impact air bags (SABs)	Top Safety Pick – Insurance Institute for Highway Safety for model year 2009.	The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.			
Communication Uses	Incorporated into kia.com	Incorporated into kia.com	Incorporated into kia.com			
Spanish Accolade	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	IIHS Mejor Elección de Seguridad	"Mejor Compra" según Consumers Digest	Uno de los "vehículos más recomendados" por Edmunds.com para el 2010		
Spanish Adverting Verbiage	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA	IIHS Mejor Elección de Seguridad	"Mejor Compra" según Consumers Digest	Uno de los "vehículos más recomendados" por Edmunds.com para el 2010		
Spanish Legal Disclaimer	Las categorías basadas en estrellas son parte del programa Safercar.gov del Departamento de Transporte de los Estados Unidos (www.safercar.gov). Modelo probado con bolsas de aire laterales estándar (SABs)	Mejor Elección de Seguridad, por parte del Insurance Institute for Highway Safety, para el modelo 2009.	El Sello de Mejor Compra (Best Buy Seal) es una marca registrada de Consumers Digest Communications, LLC, usada bajo licencia.			

RONDO



Accolade	NHTSA Five-Star Frontal Crash Rating	The Car Book "Best Bet" for the Minivan class	NADAguides.com "Best Car Buys" for 2009 (4dr Wgn i4 LX)	MSN Autos Editor's Top Pick Best Family Cars for Downsizing	US EPA Certified "SmartWay Certification Mark for 4-cylinder vehicle"
MY	09	09	09	09	10
Awarded Date		1/6/2009	2/2/2009	3/27/2009	12/18/2008
Expiration Date					2-year agreement with option to extend
Licensing Fee					
Award Image					
Methodology	Frontal impact tests carried out by the National Highway Traffic Safety Administration. Rating is based on risk of head and chest injury.	Best Bets are based on expected performance in nine categories (crash tests, safety features, rollover, maintenance and repair costs, warranty, fuel economy, complaints, and insurance) with the greatest emphasis placed on crash-test performance.	If the car received high marks in each of the top five categories: affordably priced, most fuel efficient, best warranty and highest safety rated, while at the same time all holding their value with the slowest rates of depreciation, it was recognized as a NADAguides.com "Best Car Buys" for 2009.	MSN Autos Editor's Top Pick Best Family Cars for Downsizing consist of crossovers ideal for budget-minded people in a family way looking to downsize that massive, gas-guzzling sport-utility vehicle in the driveway and replace them with vehicles with higher seating position for the driver and lots of passenger and cargo room, good fuel efficiency, handling and overall ride characteristics.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.
Advertising Verbiage	NHTSA Five-Star Frontal Crash Rating	The Car Book "Best Bet" for the Minivan class	NADAguides.com "Best Car Buys" for 2009 (4dr Wgn i4 LX) - NADAguides.com	MSN Autos Editor's Top Pick Best Family Cars for Downsizing - autos.msn.com	US EPA Certified "SmartWay Certification Mark for 4-cylinder vehicle"
Legal Disclaimer	Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SABs).	Based on 2009 model-year vehicles in The 2009 Car Book, by Jack Gillis.			
Communication Uses	Incorporated into kia.com	Incorporated into kia.com	Incorporated into kia.com		Incorporated into kia.com
Spanish Accolade	Cinco estrellas de calificación contra impactos frontales de la NHTSA	"Mejor Opción" según The Car Book en la categoría de vehículos Miniván	"Mejores Compras en Automóviles" del 2009, Para NADAguides.com (4dr Wgn i4 LX)	Elegido ganador por los Editores de MSN Autos, categoría "Mejores Autos Familiares para Reducir Tamaño"	Certificado "Marca Certificada SmartWay para vehículos de 4 cilindros" por la agencia de protección ambiental (EPA) de los EE. UU.
Spanish Adverting Verbiage	Cinco estrellas de calificación contra impactos frontales de la NHTSA	"Mejor Opción" según The Car Book en la categoría de vehículos Miniván	"Mejores Compras en Automóviles" del 2009, Para NADAguides.com (4dr Wgn i4 LX) - NADAguides.com	Elegido ganador por los Editores de MSN Autos, categoría "Mejores Autos Familiares para Reducir Tamaño"	Certificado "Marca Certificada SmartWay para vehículos de 4 cilindros" por la agencia de protección ambiental (EPA) de los EE. UU.
Spanish Legal Disclaimer	Las calificaciones del gobierno basadas en estrellas son parte del programa New Car Assessment Program (www.safercar.gov) de la National Highway Traffic Safety Administration (NHTSA). Modelo probado con bolsas de aire laterales estándar (SABs).	Basado en vehículos modelo 2009 en The Car Book 2009, por Jack Gillis.		autos.msn.com	

Accolade	Award Image	Advertising Verbiage	Spanish Advertising Verbiage
NHTSA Five-Star Crash Safety Rating in all four crash categories		NHTSA Five-Star Crash Safety Rating in all four crash categories	Cinco Estrellas de Seguridad Contra Impactos en las cuatro categorías, de la NHTSA
NHTSA Five-Star Frontal Crash Rating		NHTSA Five-Star Frontal Crash Rating	Cinco estrellas de calificación contra impactos frontales de la NHTSA
IIHS Top Safety Pick		Top Safety Pick - Insurance Institute for Highway Safety for model year 20XX.	Mejor Elección de Seguridad por parte del Insurance Institute for Highway Safety para el modelo 20XX.
IIHS "Good" Rating for front impact collisions		Good Rating for front impact collisions- Insurance Institute for Highway Safety for model year 20XX.	Buena calificación en impactos frontales - Institute for Highway Safety para el modelo 20XX.
IIHS "Good" Rating for rear impact collisions		Good Rating for rear impact collisions- Insurance Institute for Highway Safety for model year 20XX.	Buena calificación en impactos traseros - Institute for Highway Safety para el modelo 20XX.
Consumers Digest Best Buy		The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	El sello de Best Buy es una marca registrada de Consumers Digest Communications, LLC, usado bajo licencia.
Legal Disclaimers			
MSRP	MSRP for base model is \$XX,XXX. MSRP for _____ model shown with optional features is MSRP \$XX,XXX. Prices include freight, exclude taxes, title, license, options and retailer charges. Actual prices set by retailer. [Must take delivery from retail stock by xx/xx/xx.] ¹		
MSRP after Incentive:	MSRP for base model is \$XX,XXX. MSRP for _____ model shown with optional features is MSRP \$XX,XXX. Prices include freight, exclude taxes, title, license, options and retailer charges. Actual prices set by retailer. Cash back from Kia Motors America. [Must take delivery from retail stock by xx/xx/xx.] ¹		
APR + \$xxx bonus cash	APR financing and \$xxx bonus cash available to Tier 1 credit qualified buyers through KMFC/HMFC on 2008 (Insert Featured Kia Model). APR is subject to change. [Must take delivery from retail stock by xx/xx/xx.] ¹		
Lease	Lease rate subject to credit approval, dealer participation, and vehicle availability. No security deposit required. At lease end, pay \$400 disposition fee, excess wear and 20¢/mi over 12,000 miles/year. MSRP for lease example is \$xxxx. MSRP for model shown is \$xxxx. MSRPs include freight and exclude taxes, title, license, ad'l. options and retailer charges. Actual prices set by retailer. [Must take delivery from retail stock by xx/xx/xx.] ¹ See retailer for warranty and lease details or go to kia.com . Lease offered by KMFC/HMFC.		
MPG	(Insert current year) EPA fuel economy estimates xx mpg/city and xx mpg/hwy with [automatic/manual] ² transmission (Insert Featured Kia Model). Actual mileage may vary.		

1. Line repeats in Cash Back, Competitive Bonus, APR + \$xxx Bonus Cash and Lease statements. Only use once in legal paragraph.

2. Choose either Automatic or Manual Transmission based on Kia Model featured.