





Carline Accolade Overview [\(Includes Spanish](#)

2014

SOUL



| Organization                           | Edmunds.com  | Active Lifestyle Vehicle of the Year   | NHTSA   | Kelley Blue Book  |
|--|--|--|---|---|
| <b>Ad Verbiage (Required Language)</b> | A Top 10 Best Car for Short Drivers - Edmunds.com<br><a href="#">Uno de los 10 Mejores Vehiculos para Conductores Bajitos – Edmunds.com</a>  | 2014 Soul Named Active Lifestyle Vehicle of the Year in the Urban Segment<br><a href="#">El Soul 2014 fue designado Vehículo del Año para Personas con Estilo de Vida Activa en el Segmento Urbano</a>   | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Soul<br><a href="#">Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2014</a>   | 2014 10 COOLEST CARS UNDER \$18,000<br><a href="#">Uno de los 10 autos Más Cool de Menos de \$18,000 en 2014</a>  |
| <b>Model Year</b>                      | 2014   | 2014   | 2014  | 2014  |
| <b>Model</b>                           | Soul   | Soul   | Soul FWD  | Soul  |
| <b>Date Awarded</b>                    | 8/13/2013  | 10/22/2013   | 12/20/13  | 6/27/2014   |
| <b>Requirements</b>                    | Submit final creative for approval   | Submit final creative for approval   | Follow NHTSA guidelines (link in Notes section below)   | Submit final creative for approval  |
| <b>Award Image</b>                     | Not required. Usage requires executing logo license agreement.   | N/A  | <br>5-Star Safety Ratings<br>More Stars. Safer Cars.<br>Crash safety rating  | <br>2014 Kelley Blue Book<br>10 Coolest New Cars<br>under \$18,000<br>www.kbb.com  |
| <b>Methodology</b>                     | Key features to help overcome comfort and visibility issues for short drivers: Height-adjustable driver seat, common. Telescoping steering column, fairly common. Power-adjustable pedals, uncommon. | The Active Lifestyle Vehicle of the Year program recognizes vehicles which best meet the needs of buyers with active lifestyles through its awards, and gives the automakers opportunities to interact with elite and area athletes at an annual ride-and-drive program. | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   | The winners were hand-picked by KBB.com Editorial staff based on two critical factors -- fun-to-drive and fun-to-own. The editors freely admit that the subjective "cool factor" is the overarching number-one criterion for a vehicle to place on this list. Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick.  |
| <b>Legal Disclaimer</b>                | N/A  | N/A  | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><a href="#">Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</a>                  | For more information, visit <a href="#">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.<br><a href="#">Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.</a>  |
| <b>Contact Info</b>                    | Carolyn Hoff<br>choff@edmunds.com  | Adriana Macedonio<br>Adriana.macedonio@dng.com   | Mike Joyce<br>mike.joyce@dot.gov  | Joanna Pinkham<br>jpinkham@kbb.com<br>Brenna Robinson<br>berobinson@kbb.com   |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim.  | May use as long as Model and Model Year are stated with the respective claim.  | May use as long as Model and Model Year are stated with the respective claim  | May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.  |
| <b>Notes</b>                           | You may use the above accolade until the Kia Soul is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.                    |  | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/CAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/CAP+Advertising+Guidelines</a> | * Submit final creative to KBB for approval.<br>* Accolade may be stated as:<br>2014 [Make Model] was named one of the 10 Coolest Cars Under \$18,000 by Kelley Blue Book's KBB.com. [Make Model] was named among the 10 Coolest Cars Under \$18,000 of 2014 from Kelley Blue Book's KBB.com. [Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2014, according to Kelley Blue Book's KBB.com. Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the 10 Coolest Cars Under \$18,000 accolade logo<br>* NOTE: Make sure Kelley is spelled with an "ey"<br>* The Web address www.kbb.com can NEVER be used without the name of the company |

2015

SOUL



| Organization                           | NHTSA  | IIHS   | Edmunds.com  | U.S. News   | Kelley Blue Book   |
|--|--|--|--|---|--|
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Soul<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2015  | 2014 IIHS Top Safety Pick<br><br>El Soul 2014 fue designado Mejor Elección en Seguridad en 2014 por IIHS   | 2015 Most Popular on Edmunds.com<br><br>Uno de los Más Populares de 2015 en Edmunds.com – Carro Subcompacto Kia Soul   | The 2015 Kia Soul was named Best Hatchback for Families by U.S. News & World Report*<br><br>El Kia Soul 2015 fue designado Mejor Hatchback para Familias por U.S. News & World Report*  | 2015 10 COOLEST CARS UNDER \$18,000<br><br>Uno de los 10 autos Más Cool de Menos de \$18,000 en 2015   |
| <b>Model Year</b>                      | 2015   | 2015   | 2015   | 2015  | 2015   |
| <b>Model</b>                           | Soul   | Soul   | Soul   | Soul  | Soul   |
| <b>Date Awarded</b>                    | N/A  | 9/16/2014  | 1/1/2015   | 3/30/15   | 5/15/2015  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)  | Submit final creative for approval   | Submit final creative for approval   | Submit final creative for approval  | Submit final creative for approval   |
| <b>Award Image</b>                     | <br>Crash safety rating  |  |  |   |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  | To qualify for 2014 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test. | The 2015 Most Popular on Edmunds.com vehicle list was derived by finding the three models in each vehicle segment with the highest "car-shopper consideration." "Car-shopper consideration" means the total of the monthly unique desktop website visitors (measured by unique cookies) during January 1, 2014 and October 31, 2014 to the research and inventory pages, including model year detail pages (core pages), reviews, build and price tools and new car inventory, on Edmunds.com for each new model from January 1, 2014 to October 31, 2014. A list of all winners is available at <a href="http://www.edmunds.com/car-reviews/most-popular">http://www.edmunds.com/car-reviews/most-popular</a> . | Our new car rankings are based on a consensus of America's top automotive experts, as well as safety and reliability data. The rankings do not rely on our own tests or U.S. News editors' preferences.<br><br>We combine two types of information: published reviews from respected automotive critics and safety and reliability data from third-party sources.   | The winners were hand-picked by KBB.com Editorial staff based on two critical factors -- fun-to-drive and fun-to-own. The editors freely admit that the subjective "cool factor" is the over-arching number-one criterion for a vehicle to place on this list. Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick.  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). | N/A  | N/A  | N/A   | For more information, visit <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.<br><br>Para más información, visita <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.  |
| <b>Contact Info</b>                    | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>   | Carolyn Hoff<br><a href="mailto:choff@edmunds.com">choff@edmunds.com</a>   | McKibben, Michael <a href="mailto:MMcKibben@usnews.com">MMcKibben@usnews.com</a>  | Joanna Pinkham   Brenna Robinson<br><a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a>   <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</a>  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim.  | March 30, 2015 – March 29, 2016   | May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.   |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  | Note that '2014' IIHS Top Safety Pick is required to be a part of the claim.   | You may use the above accolade until the Kia Soul is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2015") in the accolades. For additional information please visit <a href="http://www.edmunds.com/about/press/oem/kia/">http://www.edmunds.com/about/press/oem/kia/</a>  | The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 12 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion. | * Submit final creative to KBB for approval.<br>* Accolade may be stated as:<br>2014 [Make Model] was named one of the 10 Coolest Cars Under \$18,000 by Kelley Blue Book's KBB.com. [Make Model] was named among the 10 Coolest Cars Under \$18,000 of 2014 from Kelley Blue Book's KBB.com. [Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2014, according to Kelley Blue Book's KBB.com. Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the 10 Coolest Cars Under \$18,000 accolade logo<br>* NOTE: Make sure Kelley is spelled with an "ey"<br>* The Web address <a href="http://www.kbb.com">www.kbb.com</a> can NEVER be used without the name of the company |

2015

SOUL





| Organization                       | JD Power  | AutoPacific  |  |  |  |
|------------------------------------|---|--|--|--|--|
| Ad Verbiage<br>(Required Language) | Highest Ranked Compact Multi-Purpose Vehicle in Initial<br><i>Quality Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial</i>   | AutoPacific<br>Best in Class Vehicle Satisfaction - Compact Car<br>2015 Kia Soul<br><br>AutoPacific<br>Mejor en su Clase en Satisfacción con el Vehículo - Autos Compactos<br>Kia Soul 2015  |  |  |  |
| Model Year                         | 2015  | 2015   |  |  |  |
| Model                              | Soul  | Soul   |  |  |  |
| Date Awarded                       | n/a   | 7/1/2015   |  |  |  |
| Requirements                       | n/a   | License required for usage. Submit final creative for approval.  |  |  |  |
| Award Image                        |   |  |  |  |  |
| Methodology                        | The JD Power "Initial Quality Study" measures problems reported by consumers during the first, critical 90 days of new car ownership.   | AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.   |  |  |  |
| Legal Disclaimer                   | The Kia Soul received the lowest number of problems per 100 vehicles among compact multi-purpose vehicles in the proprietary J.D. Power 2015 Initial Quality StudySM. Study based on responses from 84,367 new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2015. Your experiences may vary. Visit <a href="http://jdpower.com">jdpower.com</a> . | n/a  |  |  |  |
| Contact Info                       | Jennifer Smith, 805-418-8344, <a href="mailto:permissions@jdp.com">permissions@jdp.com</a>  | Tustin: <a href="mailto:dan.hall@autopacific.com">dan.hall@autopacific.com</a><br>2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO   |  |  |  |
| Duration                           |   | NOTE: however, attention applies to the specific model and model year for which it is awarded. Advertising and merchandising   |  |  |  |
| Notes                              |   | Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at <a href="mailto:deborah.grieb@autopacific.com">deborah.grieb@autopacific.com</a> (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with |  |  |  |

2016

SOUL



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|--|--|--|--|--|--|
| <b>Organization</b>                    | NHTSA  |  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2016 Soul<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2016  |  |  |  |  |
| <b>Model Year</b>                      | 2016   |  |  |  |  |
| <b>Model</b>                           | Soul   |  |  |  |  |
| <b>Date Awarded</b>                    | N/A  |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)  |  |  |  |  |
| <b>Award Image</b>                     | <br><br>   |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  |  |  |  |  |


2015



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|--|--|--|--|--|--|
| <b>Organization</b>                        | UL   |  |  |  |  |
| <b>Ad Verbiage<br/>(Required Language)</b> | SOUL EV CONTAINS 10% BIO-BASED ORGANIC CARBON CONTENT IN 23942G OF INTERIOR <i>PLÁSTICO EL SOUL EV CONTIENE 10% DE CONTENIDO ORGÁNICO CON BASE BIOLÓGICA DE CARBÓN EN 23942GR DE PLÁSTICO INTERIOR</i>   |  |  |  |  |
| <b>Model Year</b>                          | 2015   |  |  |  |  |
| <b>Model</b>                               | Soul EV  |  |  |  |  |
| <b>Date Awarded</b>                        | n/a  |  |  |  |  |
| <b>Requirements</b>                        | na   |  |  |  |  |
| <b>Award Image</b>                         |  |  |  |  |  |
| <b>Methodology</b>                         | n/a  |  |  |  |  |
| <b>Legal Disclaimer</b>                    | UL Environment sometimes provides validation of environmental claims that are new to market or do not have an existing UL protocol. Please contact 888.485.4733 for questions about claims not found on this page.   |  |  |  |  |
| <b>Contact Info</b>                        | Tanya.Barry@ul.com   |  |  |  |  |
| <b>Duration</b>                            | Expires 1/14/16  |  |  |  |  |
| <b>Notes</b>                               | The validation itself is set to expire on January 14, 2016. The award letter is effective for the length of the validation, so you are covered until then. Promotions including use of the validation badge or language need to go through the UL Environment marketing team for review and approval |  |  |  |  |

2016



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|--|--|--|--|--|--|
| <b>Organization</b>                        | UL   |  |  |  |  |
| <b>Ad Verbiage<br/>(Required Language)</b> | SOUL EV CONTAINS 10% BIO-BASED ORGANIC CARBON CONTENT IN 23942G OF INTERIOR <i>PLÁSTICO EL SOUL EV CONTIENE 10% DE CONTENIDO ORGÁNICO CON BASE BIOLÓGICA DE CARBÓN EN 23942GR DE PLÁSTICO INTERIOR</i>   |  |  |  |  |
| <b>Model Year</b>                          | 2015   |  |  |  |  |
| <b>Model</b>                               | Soul EV  |  |  |  |  |
| <b>Date Awarded</b>                        | n/a  |  |  |  |  |
| <b>Requirements</b>                        | na   |  |  |  |  |
| <b>Award Image</b>                         |   |  |  |  |  |
| <b>Methodology</b>                         | n/a  |  |  |  |  |
| <b>Legal Disclaimer</b>                    | UL Environment sometimes provides validation of environmental claims that are new to market or do not have an existing UL protocol. Please contact 888.485.4733 for questions about claims not found on this page.   |  |  |  |  |
| <b>Contact Info</b>                        | Tanya.Barry@ul.com   |  |  |  |  |
| <b>Duration</b>                            | Expires 1/14/16  |  |  |  |  |
| <b>Notes</b>                               | The validation itself is set to expire on January 14, 2016. The award letter is effective for the length of the validation, so you are covered until then. Promotions including use of the validation badge or language need to go through the UL Environment marketing team for review and approval |  |  |  |  |

# 2014

# FORTE




| Organization                           | US EPA   | IIHS  | Cars.com  | Cars.com  | Edmunds.com   |
|--|--|---|---|---|---|
| <b>Ad Verbiage (Required Language)</b> | US EPA SmartWay Certification Mark<br><a href="#">Certificación SmartWay de la EPA de Estados Unidos</a>                   | 2014 Forte Named a 2013 IIHS Top Safety Pick<br><a href="#">El Forte 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS</a>  | 2014 Forte Sedan Named Winner of the Cars.com/USA Today/MotorWeek Compact Sedan Challenge<br><a href="#">El Forte Sedán 2014 fue el ganador del Reto al Sedán Compacto Cars.com/USA Today/MotorWeek Compact Sedan Challenge</a> | 2014 Kia Forte Named Best New Compact Sedan By Cars.com<br><a href="#">El Kia Forte 2014 fue designado Mejor Sedán Compacto Nuevo por Cars.com</a>  | A Top 10 Least Expensive Coupe For 2014 - Edmunds.com<br><a href="#">Uno de los 10 Cupé Más Económicos en 2014 – Edmunds.com</a>  |
| <b>Model Year</b>                      | 2014   | 2014  | 2014  | 2014  | 2014  |
| <b>Model</b>                           | Forte  | Forte Sedan   | Forte Sedan   | Forte Sedan   | Forte Koup  |
| <b>Date Awarded</b>                    | 9/13/2013  | 9/1/2013  | 11/11/2013  | 12/13/2013  | 1/30/2014   |
| <b>Requirements</b>                    | Submit final creative for approval   | Submit final creative for approval  | Submit final creative for approval  | Submit final creative for approval  | Submit final creative for approval  |
| <b>Award Image</b>                     |  |   |   |   | Not required. Usage requires executing logo license agreement.  |
| <b>Methodology</b>                     | SmartWay is given to vehicles that get a combined rating $\geq 13$ with a minimum GHG rating = 7; minimum smog rating = 6. | Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control. | The Forte won the Challenge with its good looks and mix of features. Scores were based on interior quality, comfort, tech/entertainment, visibility, handling, ride, acceleration, noise, and overall worth.                    | Cars.com editors picked six cars to compete for the annual award, and the Forte topped its segment with its style, performance and value .The Forte stood out in its category for offering a wide variety of features and options, edgy styling and a comfortable ride. | Best suited for single drivers and couples...these cars make up for their limited passenger capacity by being gorgeous to look at and enjoyable to drive. The 10 models [selected] are the least expensive coupes for 2014. |
| <b>Legal Disclaimer</b>                | N/A  | N/A   | N/A   | N/A   | N/A   |
| <b>Contact Info</b>                    | Kristin Kenausis<br><a href="mailto:kenausis.kristin@epa.gov">kenausis.kristin@epa.gov</a>                                 | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>  | Ethan Hertzberg<br><a href="mailto:ehertzberg@cars.com">ehertzberg@cars.com</a>   | Ethan Hertzberg<br><a href="mailto:ehertzberg@cars.com">ehertzberg@cars.com</a>   | Carolyn Hoff<br><a href="mailto:choff@edmunds.com">choff@edmunds.com</a>  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim.   |
| <b>Notes</b>                           | SmartWay Mark given when certified to the California emissions standard (LEV system)                                       | Please be sure to CC: Eric Williams, <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a><br>Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.   |   |   | You may use the above accolade until the Kia Forte Koup is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.                                     |



2015

FORTE




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|--|---|--|--|--|--|
| <b>Organization</b>                    | NHTSA   |  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Forte<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2015   |  |  |  |  |
| <b>Model Year</b>                      | 2015  |  |  |  |  |
| <b>Model</b>                           | Forte 4DR FWD   |  |  |  |  |
| <b>Date Awarded</b>                    | 12/20/13  |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |  |
| <b>Award Image</b>                     | <br>5-Star Safety Ratings<br>Make Stars. Safer Cars.<br><br>Crash safety rating  |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).                                |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br>mike.joyce@dot.gov  |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a> |  |  |  |  |

2016

FORTE



| Organization                       | NHTSA  |  |  |  |  |
|------------------------------------|--|--|--|--|--|
| Ad Verbiage<br>(Required Language) | NHTSA Overall 5-Star Crash Safety Rating for the 2016 Forte<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2016  |  |  |  |  |
| Model Year                         | 2016   |  |  |  |  |
| Model                              | Forte 4DR FWD  |  |  |  |  |
| Date Awarded                       | n/a  |  |  |  |  |
| Requirements                       | Follow NHTSA guidelines (link in Notes section below)  |  |  |  |  |
| Award Image                        | <br>5-Star Safety Ratings<br>Crash safety rating  |  |  |  |  |
| Methodology                        | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  |  |  |  |  |
| Legal Disclaimer                   | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). |  |  |  |  |
| Contact Info                       | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   |  |  |  |  |
| Duration                           | May use as long as Model and Model Year are stated with the respective claim   |  |  |  |  |
| Notes                              | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  |  |  |  |  |

# 2014

# OPTIMA




| Organization                           | US EPA   | NHTSA   | IIHS   | Edmunds.com  |
|--|--|---|--|--|
| <b>Ad Verbiage (Required Language)</b> | US EPA SmartWay Certification Mark<br><i>Certificación SmartWay de la EPA de Estados Unidos</i>                            | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima<br><i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2014</i>  | 2014 IIHS Top Safety Pick<br><i>El Optima 2014 fue designado Mejor Elección en Seguridad en 2014 por IIHS</i>  | A Top 10 Least Expensive Midsize Sedan for 2014 - Edmunds.com<br><i>Uno de los 10 Sedán Medianos Más Económicos en 2014 – Edmunds.com</i>  |
| <b>Model Year</b>                      | 2014   | 2014  | 2014   | 2014   |
| <b>Model</b>                           | Optima   | Optima  | Optima   | Optima   |
| <b>Date Awarded</b>                    | 9/13/2013  | 9/19/13   | 12/19/2013   | 1/9/2014   |
| <b>Requirements</b>                    | Submit final creative for approval   | Follow NHTSA guidelines (link in Notes section below)   | Submit final creative for approval   | Submit final creative for approval   |
| <b>Award Image</b>                     |  |   |  | Not required. Usage requires executing logo license agreement.   |
| <b>Methodology</b>                     | SmartWay is given to vehicles that get a combined rating $\geq 13$ with a minimum GHG rating = 7; minimum smog rating = 6. | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   | To qualify for 2014 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test. | Key features: Spacious, comfortable, loaded with family-friendly conveniences and technology features. These sedans offer outstanding value and an affordable price, and many also feature rebates and incentives to save even more. |
| <b>Legal Disclaimer</b>                | N/A  | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br><i>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (<a href="http://www.safercar.gov">www.safercar.gov</a>) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</i> | N/A  | N/A  |
| <b>Contact Info</b>                    | Kristin Kenausis<br><a href="mailto:kenausis.kristin@epa.gov">kenausis.kristin@epa.gov</a>                                 | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>  | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>   | Carolyn Hoff<br><a href="mailto:choff@edmunds.com">choff@edmunds.com</a>   |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim.  |
| <b>Notes</b>                           | SmartWay Mark given when certified to the California emissions standard (LEV system)                                       | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>   | Note that '2014' IIHS Top Safety Pick is required to be a part of the claim.   | You may use the above accolade until the Kia Optima is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.  |

2014

**OPTIMA**  
HYBRID



| Organization                    | NHTSA   |  |  |  |  |
|---------------------------------|---|--|--|--|--|
| Ad Verbiage (Required Language) | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2014  |  |  |  |  |
| Model Year                      | 2014  |  |  |  |  |
| Model                           | 2013 Kia Optima Hybrid 4 DR FWD   |  |  |  |  |
| Date Awarded                    | 9/19/13   |  |  |  |  |
| Requirements                    | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |  |
| Award Image                     |    |  |  |  |  |
| Methodology                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   |  |  |  |  |
| Legal Disclaimer                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).                                |  |  |  |  |
| Contact Info                    | Mike Joyce<br>mike.joyce@dot.gov  |  |  |  |  |
| Duration                        | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |  |
| Notes                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a> |  |  |  |  |

# 2015

# OPTIMA




| Organization                           | NHTSA  | Consumers Digest  | IIHS   |  |
|--|--|---|--|--|
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima<br><a href="#">Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2015</a>  | A Consumers Digest Best Buy for the 2015 Optima<br><a href="#">Una Mejor Compra según Consumers Digest para el Optima 2015</a>  | 2015 IIHS Top Safety Pick<br><a href="#">El Optima 2015 fue designado Mejor Elección en Seguridad en 2015 por IIHS</a>   |  |
| <b>Model Year</b>                      | 2015   | 2015  | 2015   |  |
| <b>Model</b>                           | Optima   | Optima  | Soul   |  |
| <b>Date Awarded</b>                    | N/A  | 11/4/2014   |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)  | Submit final creative for approval  | Submit final creative for approval   |  |
| <b>Award Image</b>                     |  |   |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  | "Best Buy" recipients are based on what vehicles A Consumers Digest believes offers the most value for the money in their respective vehicle classes. The concept of "value," according to A Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.  | To qualify for 2015 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test. |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). | The Best Buy Seal and other licensed materials are registered certification marks and trademarks of Consumers Digest Communications, LLC, used under license. For award information, visit <a href="http://ConsumerDigest.com">ConsumerDigest.com</a> .<br><br>El Sello de Mejor Compra (Best Buy Seal) y otros materiales con licencia son marcas de certificación registradas y marcas registradas de Consumers Digest Communications, LLC, usadas bajo licencia. Para información sobre el premio, visita <a href="http://ConsumerDigest.com">ConsumerDigest.com</a> . | N/A  |  |
| <b>Contact Info</b>                    | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   | Rich Dzierwa<br><a href="mailto:rdzierwa@consumersdigest.com">rdzierwa@consumersdigest.com</a>  | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@ihs.org">ewilliams@ihs.org</a>   <a href="mailto:sshelton@ihs.org">sshelton@ihs.org</a>   |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | Expiration: 11/3/2015   | May use as long as Model and Model Year are stated with the respective claim   |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  | Note that the Optima is one of many "Best Buys" and in turn needs to state that it is "A Best Buy"  | Note that '2015' IIHS Top Safety Pick is required to be a part of the claim.   |  |

2015

**OPTIMA**  
HYBRID





|  |   |  |  |  |  |
|--|---|--|--|--|--|
| <b>Organization</b>                    | <b>NHTSA</b>  |  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2014  |  |  |  |  |
| <b>Model Year</b>                      | 2015  |  |  |  |  |
| <b>Model</b>                           | 2015 Kia Optima Hybrid 4 DR FWD   |  |  |  |  |
| <b>Date Awarded</b>                    | 11/2014   |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |  |
| <b>Award Image</b>                     |    |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).                                |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br>mike.joyce@dot.gov  |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a> |  |  |  |  |

2016

**OPTIMA**  
**HYBRID**



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>Organization</b>                    | NHTSA  |  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Hybrid<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2016  |  |  |  |  |
| <b>Model Year</b>                      | 2016   |  |  |  |  |
| <b>Model</b>                           | 2016 Kia Optima Hybrid 4 DR FWD  |  |  |  |  |
| <b>Date Awarded</b>                    | n/a  |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)  |  |  |  |  |
| <b>Award Image</b>                     | <br>   |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  |  |  |  |  |

# 2014

# CADENZA



| Organization                       | Road & Travel Magazine  | IIHS  |  |  |
|------------------------------------|---|---|--|--|
| Ad Verbiage<br>(Required Language) | 2014 Kia Cadenza Wins 2014 International Car of the Year Award, <i>presented by Road &amp; Travel Magazine</i> ®<br><br><i>El Kia Cadenza 2014 gana el Premio al Auto Internacional del Año 2014, presentado por Road &amp; Travel Magazine</i> ®   | 2014 Cadenza Named a 2013 IIHS Top Safety Pick<br><br><i>El Cadenza 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS</i>   |  |  |
| Model Year                         | 2014  | 2014  |  |  |
| Model                              | Cadenza   | Cadenza   |  |  |
| Date Awarded                       | 1/13/2014   | 2/1/2014  |  |  |
| Requirements                       | License required for usage. Submit final creative for approval.   | Submit final creative for approval  |  |  |
| Award Image                        |   |   |  |  |
| Methodology                        | In 1996, the ICOTY Awards pioneered the 'emotional connection' (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.   | Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control. |  |  |
| Legal Disclaimer                   | The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.<br><br><i>El nombre y logotipo del premio International Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones públicas en todo el mundo.</i>  | N/A   |  |  |
| Contact Info                       | Courtney Caldwell<br>roadandtravel@gmail.com  | Eric Williams   Shelley Shelton<br>ewilliams@iihs.org   sshelton@iihs.org   |  |  |
| Duration                           | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim  |  |  |
| Notes                              | The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road & Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2014 Kia Cadenza award marketing, advertising and promotions, with either the logo or in words (i.e.: <i>presented by Road &amp; Travel Magazine</i> ®). | Please be sure to CC: Eric Williams, ewilliams@iihs.org<br><br>Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.   |  |  |



2015

CADENZA




| Organization                           | Road & Travel Magazine  | AutoPacific  |  |  |
|--|---|--|--|--|
| <b>Ad Verbiage (Required Language)</b> | 2015 Kia Cadenza Wins 2015 International Car of the Year Award, presented by Road & Travel Magazine®<br><br>El Kia Cadenza 2015 gana el Premio al Auto Internacional del Año 2015, presentado por Road & Travel Magazine®   | AutoPacific<br>Best in Class Vehicle Satisfaction - Large Car<br>2015 Kia Cadenza<br><br>AutoPacific<br>Mejor en su Clase en Satisfacción con el Vehículo - Autos Grandes<br>Kia Cadenza 2015  |  |  |
| <b>Model Year</b>                      | 2015  | 2015   |  |  |
| <b>Model</b>                           | Cadenza   | Cadenza  |  |  |
| <b>Date Awarded</b>                    | n/a   | 7/1/2015   |  |  |
| <b>Requirements</b>                    | License required for usage. Submit final creative for approval.   | License required for usage. Submit final creative for approval.  |  |  |
| <b>Award Image</b>                     |   |  |  |  |
| <b>Methodology</b>                     | In 1996, the ICOTY Awards pioneered the "emotional connection" (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.   | AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.   |  |  |
| <b>Legal Disclaimer</b>                | The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.<br><br>El nombre y logotipo del premio International Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones públicas en todo el mundo.   | n/a  |  |  |
| <b>Contact Info</b>                    | Courtney Caldwell<br>roadandtravel@gmail.com  | Tustin: dan.hall@autopacific.com<br>2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO   |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  | Never. However, attribution applies to the specific model and model year for which it is awarded. Advertising and merchandising claims are to stipulate the model and model year clearly in the creative, but can be used in   |  |  |
| <b>Notes</b>                           | The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road & Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2014 Kia Cadenza award marketing, advertising and promotions, with either the logo or in words (i.e., presented by Road & Travel Magazine®). | Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at deborah.grieb@autopacific.com (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution. |  |  |

2016

CADENZA



|   |   |  |  |  |
|---|---|--|--|--|
| <p><b>Organization</b></p>                        | <p>Road &amp; Travel Magazine</p>   |  |  |  |
| <p><b>Ad Verbiage<br/>(Required Language)</b></p> | <p>2016 Kia Cadenza Wins 2016 International Car of the Year Award, presented by Road &amp; Travel Magazine®<br/><br/> <a href="#">El Kia Cadenza 2016 gana el Premio al Auto Internacional del Año 2016, presentado por Road &amp; Travel Magazine®</a></p>   |  |  |  |
| <p><b>Model Year</b></p>                          | <p>2016</p>   |  |  |  |
| <p><b>Model</b></p>                               | <p>Cadenza</p>  |  |  |  |
| <p><b>Date Awarded</b></p>                        | <p>n/a</p>  |  |  |  |
| <p><b>Requirements</b></p>                        | <p>License required for usage. Submit final creative for approval.</p>  |  |  |  |
| <p><b>Award Image</b></p>                         |    |  |  |  |
| <p><b>Methodology</b></p>                         | <p>In 1996, the ICOTY Awards pioneered the 'emotional connection' (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.</p>  |  |  |  |
| <p><b>Legal Disclaimer</b></p>                    | <p>The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.<br/><br/> <a href="#">El nombre y logotipo del premio International Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones públicas en todo el mundo.</a></p>   |  |  |  |
| <p><b>Contact Info</b></p>                        | <p>Courtney Caldwell<br/>roadandtravel@gmail.com</p>  |  |  |  |
| <p><b>Duration</b></p>                            | <p>May use as long as Model and Model Year are stated with the respective claim</p>   |  |  |  |
| <p><b>Notes</b></p>                               | <p>The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road &amp; Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road &amp; Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2014 Kia Cadenza award marketing, advertising and promotions, with either the logo or in words (i.e.: <i>presented by Road &amp; Travel Magazine®</i>).</p> |  |  |  |

2015

**K900**




| Organization                           | Road & Travel Magazine  | U.S. News   | AutoPacific  | AutoPacific  |  |
|--|---|---|--|--|--|
| <b>Ad Verbiage (Required Language)</b> | 2015 Kia K900 Wins 2015 International Car of the Year Award, presented by Road & Travel Magazine®<br><br>El Kia K900 2015 gana el Premio al Auto Internacional del Año 2015, presentado por Road & Travel Magazine®   | The 2015 Kia K900 was named Best Luxury Large Car for Families by U.S. News & World Report<br><br>El Kia K900 2015 fue designado Mejor Carro Grande de Lujo para Familias por U.S. News & World Report  | AutoPacific<br>President's Award for All-Time Highest Vehicle Satisfaction<br>2015 Kia K900<br><br>AutoPacific<br>President's Award for All-Time Highest Vehicle Satisfaction<br>2015 Kia K900   | AutoPacific<br>Best in Class Vehicle Satisfaction - Luxury Car<br>2015 Kia K900<br><br>AutoPacific<br>Mejor en su Clase en Satisfacción con el Vehículo - Autos de Lujo 2015 Kia K900  |  |
| <b>Model Year</b>                      | 2015  | 2015  | 2015   | 2015   |  |
| <b>Model</b>                           | K900  | K900  | K900   | K900   |  |
| <b>Date Awarded</b>                    | 11/20/2014  | 3/30/15   | 7/1/2015   | 7/1/2015   |  |
| <b>Requirements</b>                    | License required for usage. Submit final creative for approval.   | License required for usage. Submit final creative for approval.   | License required for usage. Submit final creative for approval.  | License required for usage. Submit final creative for approval.  |  |
| <b>Award Image</b>                     |   |   |  |  |  |
| <b>Methodology</b>                     | In 1996, the ICOTY Awards pioneered the 'emotional connection' (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.   | Our new car rankings are based on a consensus of America's top automotive experts, as well as safety and reliability data. The rankings do not rely on our own tests or U.S. News editors' preferences.<br><br>We combine two types of information: published reviews from respected automotive critics and safety and reliability data from third-party sources.   | AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.   | AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.   |  |
| <b>Legal Disclaimer</b>                | The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.<br><br>El nombre y logotipo del premio International Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercados, medios y relaciones publicas en todo el mundo.   | n/a   | n/a  | n/a  |  |
| <b>Contact Info</b>                    | Courtney Caldwell<br>roadandtravel@gmail.com  | McKibben, Michael MMcKibben@usnews.com  | Tustin: dan.hall@autopacific.com<br>2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO   | Tustin: dan.hall@autopacific.com<br>2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO   |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  | March 30, 2015 – March 29, 2016   | Never. However, attribution applies to the specific model and model year for which it is awarded. Advertising and merchandising claims are to stipulate the model and model year clearly in the creative, but can be used in subsequent years.   | Never. However, attribution applies to the specific model and model year for which it is awarded. Advertising and merchandising claims are to stipulate the model and model year clearly in the creative, but can be used in subsequent years.   |  |
| <b>Notes</b>                           | The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road & Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2015 Kia K900 award marketing, advertising and promoters, with either the logo or in words (i.e.: presented by Road & Travel Magazine®). | The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 12 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion. | Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at deborah.grieb@autopacific.com (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution. | Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at deborah.grieb@autopacific.com (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution. |  |

2014



**SPORTAGE**



|  |   |  |  |  |
|--|---|--|--|--|
| <b>Organization</b>                    | <b>NHTSA</b>  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sportage AWD<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2014   |  |  |  |
| <b>Model Year</b>                      | 2014  |  |  |  |
| <b>Model</b>                           | Sportage AWD  |  |  |  |
| <b>Date Awarded</b>                    | N/A   |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |
| <b>Award Image</b>                     |    |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).                                  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br>mike.joyce@dot.gov  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/N-CAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/N-CAP+Advertising+Guidelines</a> |  |  |  |

# 2015 SPORTAGE




| Organization                               | NHTSA   | AutoPacific  |  |  |  |
|--|---|--|--|--|--|
| <b>Ad Verbiage<br/>(Required Language)</b> | <p>NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sportage AWD</p> <p>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2015</p>  | <p>AutoPacific<br/>Best in Class Vehicle Satisfaction - Compact Crossover SUV<br/>2015 Kia Sportage</p> <p>AutoPacific<br/>Mejor en su Clase en Satisfacción con el Vehículo - SUV Compactos Crossover<br/>Kia Sportage 2015</p>   |  |  |  |
| <b>Model Year</b>                          | 2015  | 2015   |  |  |  |
| <b>Model</b>                               | Sportage AWD  | Sportage   |  |  |  |
| <b>Date Awarded</b>                        | N/A   | 7/1/2015   |  |  |  |
| <b>Requirements</b>                        | Follow NHTSA guidelines (link in Notes section below)   | License required for usage. Submit final creative for approval.  |  |  |  |
| <b>Award Image</b>                         |  <p>Crash safety rating</p>  |   |  |  |  |
| <b>Methodology</b>                         | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   | AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.   |  |  |  |
| <b>Legal Disclaimer</b>                    | <p>Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (<a href="http://www.safercar.gov">www.safercar.gov</a>).</p> <p>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (<a href="http://www.safercar.gov">www.safercar.gov</a>) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</p> | n/a  |  |  |  |
| <b>Contact Info</b>                        | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>  | Tustin: <a href="mailto:dan.hall@autopacific.com">dan.hall@autopacific.com</a><br>2891 Dow Avenue (714) 838-4234 or (800) 576-AUTO   |  |  |  |
| <b>Duration</b>                            | May use as long as Model and Model Year are stated with the respective claim  | Never, however, attribution applies to the specific model and model year for which it is awarded. Advertising and merchandising  |  |  |  |
| <b>Notes</b>                               | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>   | Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at <a href="mailto:deborah.grieb@autopacific.com">deborah.grieb@autopacific.com</a> (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with |  |  |  |

2016




**SPORTAGE**



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>Organization</b>                    | <b>NHTSA</b>   |  |  |  |  |
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sportage AWD<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2016  |  |  |  |  |
| <b>Model Year</b>                      | 2016   |  |  |  |  |
| <b>Model</b>                           | Sportage AWD   |  |  |  |  |
| <b>Date Awarded</b>                    | N/A  |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)  |  |  |  |  |
| <b>Award Image</b>                     | <br>Crash safety rating   |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>  |  |  |  |  |



# 2014 SORENTO



| Organization                           | Kelley Blue Book  | Insurance Institute for Highway Safety  | NHTSA   | Automotive Science Group   |  |
|--|---|---|---|--|--|
| <b>Ad Verbiage (Required Language)</b> | KBB.com named the 2014 Kia Sorento as one of the 10 Best SUVs Under \$25,000<br><br>KBB.com designó al Kia Sorento 2014 como uno de los 10 Mejores SUV de Menos de \$25,000   | 2014 Sorento Named a 2013 IIHS Top Safety Pick<br><br>El Sorento 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS  | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sorento<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2014   | 2014 Kia Sorento earns "BEST 5 ALL-AROUND PERFORMANCE" honor from the Automotive Science Group<br><br>El Kia Sorento 2014 es honrado entre los "5 de Mejor Desempeño General" por el Automotive Science Group  |  |
| <b>Model Year</b>                      | 2014  | 2014  | 2014  | 2014   |  |
| <b>Model</b>                           | Sorento   | Sorento   | Sorento   | Sorento  |  |
| <b>Date Awarded</b>                    | 5/29/2013   | 6/1/2013  | 9/19/13   | 2/18/2014  |  |
| <b>Requirements</b>                    | Submit final creative for approval  | Submit final creative for approval  | Follow NHTSA guidelines (link in Notes section below)   | License agreement required   |  |
| <b>Award Image</b>                     |    |    |    | Yes, the use of the award logo is required, unless otherwise stipulated in the licensing agreement.  |  |
| <b>Methodology</b>                     | The list is based on the opinions/discretion of the expert Editors of Kelley Blue Book's KBB.com. Kelley Blue Book chose the Sorento based on its roomy interior cabin, refined design, premium features and compact size.  | Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control. | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   | BEST 5 honored models are selected using the Automotive Science Group's (ASG) data-driven automotive rating platform known as the Automotive Performance Index. The Index is founded on the scientific principles of ecological economics and calculated using scientific methods. Using a unique combination of vehicle data inputs that include conventional specifications as well as ground-breaking social, environmental and economic performance indicators, ASG assessed over 1,300 automobiles across nine categories to distinguish the BEST model year 2014 vehicles in environmental, economic, social and "all-around" performance. "BEST 5 ALL-AROUND PERFORMANCE" honored models are ASG's best in class selections for 2014. For more information, see <a href="#">The Methodology and The</a> |  |
| <b>Legal Disclaimer</b>                | From the 10 Best SUVs Under \$25,000 on Kelley Blue Book's <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.<br><br>Sacado de 10 Mejores SUV de Menos de \$25,000 en <a href="http://www.kbb.com">www.kbb.com</a> de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc. | N/A   | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (National Highway Traffic Safety Administration - NHTSA). | The 2014 Kia Sorento earns "BEST 5 ALL-AROUND PERFORMANCE" honor in the Mid-size SUV class, as determined by the Automotive Science Group (ASG). Findings derive from the 2014 Automotive Performance Index, a study by ASG.<br><br>El Kia Sorento 2014 es honrado entre los "5 DE MEJOR DESEMPEÑO GENERAL" en la categoría de SUV Medianos, según lo determina el Automotive Science Group (ASG). Los resultados se obtienen del <a href="#">Automotive</a>   |  |
| <b>Contact Info</b>                    | Joanna Pinkham <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a> Brenna Robinson <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</a>  | Eric Williams <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a> Shelley Shelton <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>   | Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   | Colby Self <a href="mailto:cself@automotivescience.com">cself@automotivescience.com</a>  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim  | May use as long as Model and Model Year are stated with the respective claim  | <b>Begins:</b> 2/18/14 <b>Ends:</b> 24-months after 2/18/14  |  |
| <b>Notes</b>                           | Please note that we need to send Joanna copies of all creative executions for approval. Accolade may be used in all media as long as we abide by the KBB guidelines and send to Joanna for approval prior.  | Please be sure to CC: Eric Williams, <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a><br><br>Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.                                       | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>   | The award is used for and in connection with the marketing, promotion, advertisement, distribution, lease or sale of the awarded model in North America. Term of use is 24-months. Regarding layouts for review, please send creative for review to Automotive Science Group.  |  |

# 2015 SORENTO






| Organization                               | NHTSA   | JD Power   |  |  |
|--|---|--|--|--|
| <b>Ad Verbiage<br/>(Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sorento<br><br><i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2015</i>  | Highest Ranked Midsize SUV in Initial Quality<br><br><i>Quality Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial</i>  |  |  |
| <b>Model Year</b>                          | 2015  | 2015   |  |  |
| <b>Model</b>                               | Sorento   | Sorento  |  |  |
| <b>Date Awarded</b>                        | N/A   | n/a  |  |  |
| <b>Requirements</b>                        | Follow NHTSA guidelines (link in Notes section below)   | n/a  |  |  |
| <b>Award Image</b>                         |    |    |  |  |
| <b>Methodology</b>                         | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   | The JD Power "Initial Quality Study" measures problems reported by consumers during the first, critical 90 days of new car ownership.  |  |  |
| <b>Legal Disclaimer</b>                    | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br><i>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</i>                         | The Kia Sorento received the lowest number of problems per 100 vehicles among midsize SUVs in the proprietary J.D. Power 2015 Initial Quality StudySM. Study based on responses from 84,367 new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2015. Your experiences may vary. Visit jdpower.com. |  |  |
| <b>Contact Info</b>                        | Mike Joyce<br>mike.joyce@dot.gov  | Jennifer Smith, 805-418-8344,<br>permissions@jdpa.com  |  |  |
| <b>Duration</b>                            | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |
| <b>Notes</b>                               | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a> |  |  |  |



# 2016 SORENTO




| Organization                           | IIHS   | Digital Trends   | NHTSA  |  |
|--|--|--|--|--|
| <b>Ad Verbiage (Required Language)</b> | 2015 IIHS Top Safety Pick<br><i>El Sorento 2015 fue designado Mejor Elección en Seguridad en 2015 por IIHS</i>   | "With its high level of refinement, new engine, and solid driving feel, Kia's all-new Sorento is an impressive symbol of the brand's dramatic move upmarket"   | NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sorento<br><i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2016</i>   |  |
| <b>Model Year</b>                      | 2016   | 2016   | 2016   |  |
| <b>Model</b>                           | Sorento  | Sorento  | Sorento  |  |
| <b>Date Awarded</b>                    | 2/20/2015  | January 7, 2015  | N/A  |  |
| <b>Requirements</b>                    | Submit final creative for approval   | Follow Digital Trends guidelines (link in Notes section below)   | Follow NHTSA guidelines (link in Notes section below)  |  |
| <b>Award Image</b>                     |   |    |   |  |
| <b>Methodology</b>                     | To qualify for 2015 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test. | We here at DT Cars are constantly traveling the globe, getting behind the wheel of the latest and greatest cars in the world. Before we have the cars into DT HQ, we will produce a quick glimpse into the dynamics and features of these cars. We call those reports "First Drives." For methodologies on the awards we offer, check out: <a href="http://www.digitaltrends.com/awards/">http://www.digitaltrends.com/awards/</a> | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  |  |
| <b>Legal Disclaimer</b>                | N/A  | Reprinted from <a href="http://www.digitaltrends.com">www.digitaltrends.com</a> with permission. © 2015 Design Technica Corporation dba Digital Trends. All Rights Reserved. Reimpreso de <a href="http://www.digitaltrends.com">www.digitaltrends.com</a> con permiso. © 2015 Design Technica Corporation dba Digital Trends. Todos los Derechos Reservados   | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA). |  |
| <b>Contact Info</b>                    | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>   | Elena Coster <a href="mailto:elena@digitaltrends.com">elena@digitaltrends.com</a>  | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | The license covers one year of use, and Section 4 (subsections 4.1 through 4.8) covers all requirements for use of the licensed materials.   | May use as long as Model and Model Year are stated with the respective claim   |  |
| <b>Notes</b>                           | Note that '2015' IIHS Top Safety Pick is required to be a part of the claim.   | As a general summary, if the quote is used online, include a link to the <a href="http://www.digitaltrends.com">Digitaltrends.com</a> homepage, and also include the above notice whenever the accolade is used, whether that be online or in print.<br><a href="http://www.digitaltrends.com/awards/">Http://www.digitaltrends.com/awards/</a>  | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NAP+Advertising+Guidelines</a>  |  |

# 2014

# SEDONA



| Organization                           | NHTSA   |  |  |  |  |
|--|---|--|--|--|--|
| <b>Ad Verbiage (Required Language)</b> | NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sedona<br><br>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2014   |  |  |  |  |
| <b>Model Year</b>                      | 2014  |  |  |  |  |
| <b>Model</b>                           | Sedona  |  |  |  |  |
| <b>Date Awarded</b>                    | 12/3/13   |  |  |  |  |
| <b>Requirements</b>                    | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |  |
| <b>Award Image</b>                     |    |  |  |  |  |
| <b>Methodology</b>                     | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.   |  |  |  |  |
| <b>Legal Disclaimer</b>                | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).<br><br>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).                                |  |  |  |  |
| <b>Contact Info</b>                    | Mike Joyce<br>mike.joyce@dot.gov  |  |  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim  |  |  |  |  |
| <b>Notes</b>                           | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a> |  |  |  |  |

# 2015

# SEDONA




| Organization                           | IIHS   | NHTSA  | JD Power  |  |  |
|--|--|--|---|--|--|
| <b>Ad Verbiage (Required Language)</b> | 2015 IIHS Top Safety Pick<br><a href="#">El Sedona 2014 fue designado Mejor Elección en Seguridad en 2015 por IIHS</a>   | NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sedona<br><br><a href="#">Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2015</a>  | The 2015 Kia Sedona was named "Highest Ranked Vehicle Appeal among Minivans" by J.D. Power<br><br><a href="#">El Kia Sedona 2015 fue designado "Vehículo Clasificado como el Más Atractivo Entre los</a>  |  |  |
| <b>Model Year</b>                      | 2015   | 2015   | 2015  |  |  |
| <b>Model</b>                           | Sedona   | Sedona   | Sedona  |  |  |
| <b>Date Awarded</b>                    | 12/23/2014   | 3/31/15  | 07/2015   |  |  |
| <b>Requirements</b>                    | Submit final creative for approval   | Follow NHTSA guidelines (link in Notes section below)  | Submit for approval   |  |  |
| <b>Award Image</b>                     |  |  |   |  |  |
| <b>Methodology</b>                     | To qualify for 2015 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test. | Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.  | The J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) Study examines what consumers like about their new vehicles after 90 days of ownership. Often referred to as "things gone right," APEAL is based on eight categories of vehicle performance and design: engine/transmission; ride, handling and braking; comfort/convenience; seats; cockpit/instrument panel; heating, ventilation and cooling; sound system; and styling/exterior. |  |  |
| <b>Legal Disclaimer</b>                | N/A  | Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).<br><br><a href="#">Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</a> | Submit for Approval   |  |  |
| <b>Contact Info</b>                    | Eric Williams   Shelley Shelton<br><a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>   | Mike Joyce<br><a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>   | Daniel Shapiro, <a href="mailto:Daniel.Shapiro@jdp.com">Daniel.Shapiro@jdp.com</a>  |  |  |
| <b>Duration</b>                        | May use as long as Model and Model Year are stated with the respective claim   | May use as long as Model and Model Year are stated with the respective claim   | n/a   |  |  |
| <b>Notes</b>                           | Note that '2015' IIHS Top Safety Pick is required to be a part of the claim.   | Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>                          |   |  |  |

2016




SEDONA



| Organization                       | NHTSA   |  |  |  |  |
|------------------------------------|---|--|--|--|--|
| Ad Verbiage<br>(Required Language) | <p>NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sedona</p> <p>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2016</p>  |  |  |  |  |
| Model Year                         | 2016  |  |  |  |  |
| Model                              | Sedona  |  |  |  |  |
| Date Awarded                       | 4/5/15  |  |  |  |  |
| Requirements                       | Follow NHTSA guidelines (link in Notes section below)   |  |  |  |  |
| Award Image                        |    |  |  |  |  |
| Methodology                        | <p>Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.</p>  |  |  |  |  |
| Legal Disclaimer                   | <p>Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (<a href="http://www.safercar.gov">www.safercar.gov</a>).</p> <p>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (<a href="http://www.safercar.gov">www.safercar.gov</a>) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</p> |  |  |  |  |
| Contact Info                       | <p>Mike Joyce<br/>mike.joyce@dot.gov</p>  |  |  |  |  |
| Duration                           | <p>May use as long as Model and Model Year are stated with the respective claim</p>   |  |  |  |  |
| Notes                              | <p>Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a></p>  |  |  |  |  |

# BRAND




| Organization                           | Interbrand   | Small Business Institute   | Interbrand   | Interbrand   | Kelley Blue Book's KBB.com   |
|--|--|--|--|--|--|
| <b>Ad Verbiage (Required Language)</b> | Kia Ranked in the Best Global Brands 2012<br>Kia fue clasificada entre las Mejores Marcas Globales en 2012   | Small Business Institute for Excellence in Commerce (SBIEC) California Excellence Award Winner<br>Ganador del Premio a la Excelencia en California del Small Business Institute for Excellence in Commerce (SBIEC)   | Kia Ranked in the Best Global Green Brands 2013<br>Kia fue clasificada entre las Mejores Marcas Ecológicas Globales en 2013  | Kia Ranked in the Best Global Brands 2013<br>Kia fue clasificada entre las Mejores Marcas Globales en 2013   | 2014 Kelley Blue Book Brand Image Award- Best Value Brand<br>Marca de Mejor Valor – 2014 Kelley Blue Book Brand Image Award  |
| <b>Award Year</b>                      | 2012   | 2013   | 2013   | 2013   | 2014   |
| <b>Model</b>                           | Brand  | Brand  | Brand  | Brand  | Brand  |
| <b>Date Awarded</b>                    | 9/15/2012  | 6/12/2013  | 6/12/2013  | 12/17/2013   | 4/9/2014   |
| <b>Requirements</b>                    | Submit final creative for approval   | Submit final creative for approval   | Submit final creative for approval   | Submit final creative for approval   | Submit final creative for approval   |
| <b>Award Image</b>                     |   | N/A  | Pending  |   |   |
| <b>Methodology</b>                     | Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand. | The SBIEC California Excellence Award highlights businesses that enhance the high-powered, consumer-driven character unique to California. Special emphasis is given to companies that meet and exceed industry benchmarks for product quality, customer service and ethical practices. A panel of industry executives and consultants ultimately selected Kia amongst peers and competitors after year-long industry research and business surveys. | Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand. | Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand. | The Kelley Blue Book® Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers. The 2014 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model |
| <b>Legal Disclaimer</b>                | N/A  | N/A  | N/A  | N/A  | 2014 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Market Intelligence. Award calculated among non-luxury shoppers. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.<br>Los premios 2014 Kelley Blue Book Brand Image Awards están basados en el estudio Brand Watch™ de Kelley Blue Book Market Intelligence. Premio calculado entre compradores de autos que no sean de lujo. Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.  |
| <b>Contact Info</b>                    | Amy Edel-Vaughn<br>amy.edel-vaughn@interbrand.com  | Adriana Macedonio<br>Adriana.Macedonio@dng.com   | Amy Edel-Vaughn<br>amy.edel-vaughn@interbrand.com  | Amy Edel-Vaughn<br>amy.edel-vaughn@interbrand.com  | Joanna Pinkham Brenna Robinson<br>jpinkham@kbb.com berobinson@kbb.com  |
| <b>Duration</b>                        | May use as long as brand year is stated with the respective claim  | May use as long as brand year is stated with the respective claim  | May use as long as brand year is stated with the respective claim  | May use as long as brand year is stated with the respective claim  | May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.   |
|  | The badge is only for the use of brands on the Interbrand Best Global Brands 2012 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall  |  | The badge is only for the use of brands on the Interbrand Best Global Green Brands 2013 report. While some resizing may be necessary for use of the badge in items such as   | Interbrand's Best Global Brands 2013 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to www.bestglobalbrands.com for more information. The badge is only for the use of  | <b>ADDITIONAL REQUIREMENTS</b><br>• Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the Brand Image Award  |

|                     |   |            |  |  |   |
|---------------------|---|------------|--|--|---|
| <p><b>Notes</b></p> | <p>look of the badge. Please do not crop the badge.</p> <p>We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2012 website: <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a></p> | <p>N/A</p> | <p>newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Green Brands 2013 website <a href="http://www.bestglobalgreenbrands.com">www.bestglobalgreenbrands.com</a></p> | <p>brands on the Interbrand Best Global Brands 2013 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2013 website:</p> | <p>NOTE: Make sure Kelley is spelled with an "ey"</p> <ul style="list-style-type: none"> <li>The Web address <a href="http://www.kbb.com">www.kbb.com</a> can NEVER be used without the name of the company</li> <li>If a tag line or descriptor is needed, Kelley Blue Book is to be referred to as "The Trusted Resource®"</li> </ul> |
|---------------------|---|------------|--|--|---|

# BRAND



| Organization                       | Interbrand  |  |  |  |
|------------------------------------|---|--|--|--|
| Ad Verbiage<br>(Required Language) | Kia Ranked in the Best Global Brands 2014<br><a href="#">Kia fue clasificada entre las Mejores Marcas Globales en 2014</a>  |  |  |  |
| Award Year                         | 2014  |  |  |  |
| Model                              | Brand   |  |  |  |
| Date Awarded                       | 10/9/2014   |  |  |  |
| Requirements                       | Submit final creative for approval  |  |  |  |
| Award Image                        |    |  |  |  |
| Methodology                        | Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining  |  |  |  |
| Legal Disclaimer                   | N/A   |  |  |  |
| Contact Info                       | Brittany Waterson<br>brittany.waterson@interbrand.com   |  |  |  |
| Duration                           | May use as long as brand year is stated with the respective claim   |  |  |  |
| Notes                              | Interbrand's Best Global Brands 2014 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a> for more information. The badge is only for the use of brands on the Interbrand Best Global Brands 2014 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2014 website. |  |  |  |