



Carline Accolade Overview
(Includes Spanish Translations)

2016

SOUL



Organization	NHTSA	IIHS	U.S. News	U.S. News	KBB.COM
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2016	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	The 2016 Kia Soul was named Best Compact Car for Families by U.S. News & World Report El Kia Soul 2016 fue nombrado Mejor Carro Compacto para Familias por U.S. News & World Report	The 2016 Kia Soul was named Best Hatchback for Families by U.S. News & World Report El Kia Soul 2016 fue nombrado Mejor Hatchback para Familias por U.S. News & World Report	2016 Kia Soul Named One of the 10 Coolest Cars Under \$18,000 By Kelley Blue Book's KBB.com El Kia Soul 2016 fue nombrado uno de los 10 Carros Más Cool de Menos de \$18,000 por KBB.COM del Kelley Blue Book
Model Year	2016	2016	2016	2016	2016
Model	Soul	Soul	Soul	Soul	Soul
Date Awarded	N/A	12/10/15	3/9/16	3/9/16	5/24/16
Requirements	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
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.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.	The award methodology combines professional automotive reviews, safety and reliability ratings, seating and cargo volume, and the availability of family-friendly features. Within each of the 21 automotive categories, the vehicle with the highest composite score is named the Best Car for Families in that category.	The award methodology combines professional automotive reviews, safety and reliability ratings, seating and cargo volume, and the availability of family-friendly features. Within each of the 21 automotive categories, the vehicle with the highest composite score is named the Best Car for Families in that category.	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.
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). 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).	N/A	Copyright 2016 © U.S. News Rankings & Reviews	Copyright 2016 © U.S. News Rankings & Reviews	For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Michael McKibben MMcKibben@usnews.com	Michael McKibben MMcKibben@usnews.com	Joanna Pinkham pinkham@kbb.com Brenna Robinson berobinson@kbb.com
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	3/15/17	3/15/17	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.
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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that ‘2016’ IIHS Top Safety Pick is required to be a part of the claim.	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.	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. • Accolade may be stated as: 2016 [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 2016 from Kelley Blue Book’s KBB.com. [Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2016, 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 Best accolade logo • NOTE: Make sure Kelley is spelled with an “ey” • The Web address www.kbb.com can NEVER be used without the name of the company • If a tag line or descriptor is needed, Kelley Blue Book is to be referred to as “The Trusted Resource®”

2016

SOUL






Organization	JD Power	JD Power			
Ad Verbiage (Required Language)	"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality" "Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial"	"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, Two Years in a Row" "Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial, por segundo año consecutivo"			
Model Year	2016	2016			
Model	Soul	Soul			
Date Awarded	6/22/16	6/22/16			
Requirements	N/A	N/A			
Award Image					
Methodology	The Initial Quality Study (IOS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.	The Initial Quality Study (IOS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.			
Legal Disclaimer	The Kia Soul received the lowest number of problems per 100 vehicles among compact MPVs in the J.D. Power 2016 Initial Quality Study. 2016 study based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com El Kia Soul recibió el menor número de problemas por cada 100 vehículos entre los MPVs compactos en el estudio patentado J.D. Power 2016 Initial Quality Study. Estudio de 2016 basado en la respuesta de 80,157 participantes, evaluando 245 modelos, y midiendo las opiniones después de 90 días de ser propietarios de vehículos nuevos modelo 2016, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .	The Kia Soul received the lowest number of problems per 100 vehicles among compact MPVs in the J.D. Power 2015-2016 Initial Quality Study. 2016 study based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com El Kia Soul recibió el menor número de problemas por cada 100 vehículos entre los MPVs compactos en el estudio patentado J.D. Power 2015-2016 Initial Quality Study. Estudio de 2016 basado en la respuesta de 80,157 participantes, evaluando 245 modelos, y midiendo las opiniones después de 90 días de ser propietarios de vehículos nuevos modelo 2016, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .			
Contact Info	Jennifer Smith, 805-418-8344 permissions@jdp.com	Jennifer Smith, 805-418-8344 permissions@jdp.com			
Duration	4/30/17	4/30/17			
Notes	"The Kia Soul had the fewest number of problems in the exterior; features/controls/displays (FCD); audio/communication/entertainment/navigation (ACEN); heating, ventilation, and air conditioning (HVAC); and interior categories in its segment."	"The Kia Soul had the fewest number of problems in the exterior; features/controls/displays (FCD); audio/communication/entertainment/navigation (ACEN); heating, ventilation, and air conditioning (HVAC); and interior categories in its segment."			

2017

SOUL



Organization	IIHS	NHTSA	U.S. News		
Ad Verbiage (Required Language)	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2017	The 2017 Kia Soul was named Best Compact Car for the Money by U.S. News & World Report El Kia Soul 2017 fue designado el Mejor Carro Comparto en relación a su precio por U.S. News & World Report		
Model Year	2017	2017	2017		
Model	Soul	Soul	Soul		
Date Awarded	12/10/15	NA	2/7/17		
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
Award Image					
Methodology	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.	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 U.S. News Best Car for the Money awards highlight the cars, trucks, SUV's and minivans that give you the best of both worlds: value and an outstanding ownership experience. Each award winner has the best combination of quality and value in each their respective classes – and with the awards covering 20 different automotive categories, it's easy to find a winning car that works for you.		
Legal Disclaimer	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). 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).	Copyright 2017 © U.S. News Rankings & Reviews		
Contact Info	Laurel B. Sims lsims@iihs.org	Mike Joyce mike.joyce@dot.gov	Michael McKibben MMcKibben@usnews.com		
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	8/7/18		
Notes	Note that 2016 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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	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) 18 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.		

2016




Organization	JD Power	JD Power			
Ad Verbiage (Required Language)	"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality" "Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial"	"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, Two Years in a Row" "Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial, por segundo año consecutivo"			
Model Year	2016	2016			
Model	Soul EV	Soul EV			
Date Awarded	6/22/16	6/22/16			
Requirements	N/A	N/A			
Award Image					
Methodology	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.			
Legal Disclaimer	The Kia Soul received the lowest number of problems per 100 vehicles among compact MPVs in the J.D. Power 2016 Initial Quality Study, 2016 study based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com El Kia Soul recibió el menor número de problemas por cada 100 vehículos entre los MPVs compactos en el estudio patentado J.D. Power 2016 Initial Quality Study, Estudio de 2016 basado en la respuesta de 80,157 participantes, evaluando 245 modelos, y midiendo las opiniones después de 90 días de ser propietarios de vehículos nuevos modelo 2016, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .	The Kia Soul received the lowest number of problems per 100 vehicles among compact MPVs in the J.D. Power 2015-2016 Initial Quality Study, 2016 study based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com El Kia Soul recibió el menor número de problemas por cada 100 vehículos entre los MPVs compactos en el estudio patentado J.D. Power 2015-2016 Initial Quality Study, Estudio de 2016 basado en la respuesta de 80,157 participantes, evaluando 245 modelos, y midiendo las opiniones después de 90 días de ser propietarios de vehículos nuevos modelo 2016, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .			
Contact Info	Jennifer Smith, 805-418-8344 permissions@jdp.com	Jennifer Smith, 805-418-8344 permissions@jdp.com			
Duration	4/30/17	4/30/17			
Notes	"The Kia Soul had the fewest number of problems in the exterior; features/controls/displays (FCD); audio/communication/entertainment/navigation (ACEN); heating, ventilation, and air conditioning (HVAC); and interior categories in its segment."	"The Kia Soul had the fewest number of problems in the exterior; features/controls/displays (FCD); audio/communication/entertainment/navigation (ACEN); heating, ventilation, and air conditioning (HVAC); and interior categories in its segment."			

2016

FORTE




Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Forte 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	 <p>5-Star Safety Ratings More Stars. Safer Cars. Crash safety rating</p>				
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). 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 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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines				

2017

FORTE



Organization	NHTSA				
Ad Verbiage (Required Language)	<p>NHTSA Overall 5-Star Crash Safety Rating for the 2017 Forte</p> <p>Calificación de 5 Estrellas en su Totalidad en Seguridad en impactos de NHTSA para el Forte 2017</p>				
Model Year	2017				
Model	Forte 4DR FWD				
Date Awarded	7/5/16				
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 (www.safercar.gov).</p> <p>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).</p>				
Contact Info	<p>Mike Joyce 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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</p>				

2016

OPTIMA





Organization	Kelley Blue Book	Kelley Blue Book	NHTSA	Edmunds.com	JD Power
Ad Verbiage (Required Language)	2016 Kia Optima is a Kelley Blue Book's KBB.com Best Buy Award Winner El Kia Optima 2016 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book	2016 KIA Optima was named a Best Family Car by Kelley Blue Book's KBB.com El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2016	One of Edmunds.com's "10 Best Cars for Teen Drivers" (June 2016) Uno de los "10 Mejores Carros para Conductores Jóvenes" para Edmunds.com (Junio 2016)	Highest Ranked Vehicle Appeal among Midsize Cars Vehículo Clasificado como el Más Atractivo Entre los Carros Medianos
Model Year	2016	2016	2016	2016	2016
Model	Optima	Optima	Optima	Optima	Optima
Date Awarded	12/2015	2/4/16	2/26/16	6/20/16	8/26/16
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval
Award Image					
Methodology	N/A	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.	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.	We selected 10 midsize sedans from the 2016 model year that first and foremost meet stringent safety standards and have listed them alphabetically by make and model below. All have earned five-star safety ratings from the National Highway Traffic Safety Administration (NHTSA). Some also have earned the IIHS's Top Safety Pick+ rating. In addition to those distinctions, we looked at cars that offer additional safety measures, such as features that can reduce distractions posed by the car's entertainment features. Some cars also let parents place speed and infotainment restrictions on teens as they drive.	Conducted annually, the J.D. Power Automotive Performance, Execution and Layout (APEAL) Study SM measures owner satisfaction with the design, performance, content, and layout of new vehicles during the first 90 days of ownership. The study is based on owner responses regarding 90 individual vehicle attributes, and more than 80,000 new car, truck, SUV, and van owners responded to the 2016 U.S. APEAL Study.
Legal Disclaimer	For more information, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	For more information, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 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).	N/A	The Kia Optima received the highest numerical score among midsize cars in the J.D. Power 2016 Automotive Performance Execution and Layout (APEAL) Study, based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com . El Kia Optima recibió la mayor calificación numérica entre los automóviles medianos en el estudio patentado J.D. Power 2016 Automotive Performance, Execution and Layout (APEAL) Study, basado en un total de 80,157 respuestas, que evaluaron 245 modelos y las opiniones de propietarios de vehículos nuevos modelo 2016 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .
Contact Info	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com	Mike Joyce mike.joyce@dot.gov	permissions@edmunds.com	Jennifer Smith, 805-418-8344 permissions@jdp.com
Duration	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.	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.	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.	5/30/17
Notes			The Insurance Institute for Highway Safety has not rated the 2016 Optima.	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., "2016") in the accolades.	...and received/achieved the highest score in the interior, storage and space; audio/communication/entertainment/navigation (ACEN); seats; and heating, ventilation, and air conditioning (HVAC) study factors within its segment.

2017

OPTIMA





Organization	NHTSA	IIHS		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2017	2017 Kia Optima earns TOP SAFETY PICK award when equipped with optional front crash prevention El Kia Optima 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional		
Model Year	2017	2017		
Model	Optima	Optima		
Date Awarded	2/26/16	12/8/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
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.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.		
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). 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).	N/A		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@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	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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2016

OPTIMA
HYBRID





Organization	NHTSA	IIHS		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Hybrid Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2016	2016 Kia Optima Hybrid earns TOP SAFETY PICK+ award when equipped with optional front crash prevention El Kia Optima Hybrid 2016 fue nombrado TSP+ en 2016 por el IIHS cuando está equipado con prevención de choque frontal opcional		
Model Year	2016	2016		
Model	2016 Kia Optima Hybrid 4 DR FWD	2016 Kia Optima Hybrid 4 DR FWD		
Date Awarded	N/A	3/24/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
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.	To qualify for TOP SAFETY PICK+, vehicles must earn good ratings in the small overlap front, moderate overlap front, side, roof strength and head restraint tests and must have an available front crash prevention system that earns an advanced or superior rating.		
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). 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).	N/A		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@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	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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2017

OPTIMA
HYBRID





Organization	IIHS	NHTSA		
Ad Verbiage (Required Language)	2017 Kia Optima Hybrid earns TOP SAFETY PICK+ award when equipped with optional front crash prevention El Kia Optima Hybrid 2017 fue nombrado TSP+ en 2016 por el IIHS cuando está equipado con prevención de choque frontal opcional	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Optima Hybrid Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2017		
Model Year	2016	2017		
Model	2016 Kia Optima Hybrid 4 DR FWD	2016 Kia Optima Hybrid 4 DR FWD		
Date Awarded	3/24/16	N/A		
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)		
Award Image				
Methodology	To qualify for TOP SAFETY PICK+, vehicles must earn good ratings in the small overlap front, moderate overlap front, side, roof strength and head restraint tests and must have an available front crash prevention system that earns an advanced or superior rating.	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	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). 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	Laurel B. Sims sims@iihs.org	Mike Joyce mike.joyce@dot.gov		
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		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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines		

2016

SPORTAGE



Organization	NHTSA	JD Power			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2016	"Highest Ranked Small SUV in Initial Quality" "SUV Pequeño Mejor Clasificado en Calidad Inicial"			
Model Year	2016	2016			
Model	Sportage AWD	Sportage			
Date Awarded	N/A	6/22/16			
Requirements	Follow NHTSA guidelines (link in Notes section below)	N/A			
Award Image	 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.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.			
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). 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).	The Kia Sportage received the lowest number of problems per 100 vehicles among small SUVs in the J.D. Power 2016 Initial Quality Study, based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com El Kia Sportage recibió el menor número de problemas por cada 100 vehículos entre los SUVs pequeños en el estudio patentado J.D. Power 2016 Initial Quality Study, basado en la respuesta de 80,157 participantes, evaluando 245 modelos, y midiendo las opiniones después de 90 días de ser propietarios de vehículos nuevos modelo 2016, encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .			
Contact Info	Mike Joyce mike.joyce@dot.gov	Jennifer Smith, 805-418-8344 permissions@jdpw.com			
Duration	May use as long as Model and Model Year are stated with the respective claim	4/30/17			
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: http://www.safercar.gov/Vehicle+Manufacturers/NCAAP+Advertising+Guidelines	"The Kia Sportage had the fewest number of problems in the audio/communication/entertainment/navigation (ACEN); and heating, ventilation, and air conditioning (HVAC) categories in its segment."			

2017

SPORTAGE



Organization	NHTSA	Kelley Blue Book	IIHS	Edmunds.com
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2017	2017 Kia Sportage is a Kelley Blue Book's KBB.com Best Buy Award Winner El Kia Sportage 2017 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book	2017 Sportage earns TOP SAFETY PICK award when equipped with optional front crash prevention El Sportage 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional	One of Edmunds 12 Best Small All-Wheel-Drive SUVs under \$35,000 (January 2017) Uno de los 12 Mejores SUV con Tracción en Todas las Ruedas de Menos de \$35,000 de Edmunds (Enero de 2017)
Model Year	2017	2017	2017	2017
Model	Sportage AWD	Sportage	Sportage	Sportage
Date Awarded	N/A	11/15/16	12/8/16	1/29/17
Requirements	Follow NHTSA guidelines (link in Notes section below)	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Submit final creative for approval	Submit final creative for approval
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.	We study what you'll pay for your new car, truck, van or SUV at the outset, what it'll cost to run, and how much of your initial investment you can expect to get back when you sell it. Kelley Blue Book runs these numbers for virtually every vehicle on the road, and nobody has more experience. Drawing from decades of expertise, it takes our editors 365 days of driving everything out there and six weeks of intense back-to-back testing to crown the Kelley Blue Book Best Buy Award Winners.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	Here are a dozen small, compact and subcompact AWD SUVs that rate highly with us. All have a starting manufacturer's suggested retail price of less than \$35,000 (before destination charges), and some are well below that figure. Additionally, each has an EPA-rated combined fuel economy of 23 to 29 mpg, which can hold down ownership costs and benefit the environment as well. We've listed the cars alphabetically and numbered them for convenience, not for rank.
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). 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).	For more information, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	N/A	N/A
Contact Info	Mike Joyce mike.joyce@dot.gov	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com	Laurel B. Sims lsims@iihs.org	permissions@edmunds.com
Duration	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.	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	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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			You may use the above accolade until the Kia Sportage is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2017") in the accolades.

2016 SORENTO



Organization	IIHS	NHTSA	JD Power		
Ad Verbiage (Required Language)	2016 IIHS Top Safety Pick when equipped with optional forward collision warning <i>Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional</i>	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sorento <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2016</i>	Highest Ranked Vehicle Appeal among Midsize SUV <i>Vehículo Clasificado como el Más Atractivo Entre SUV Medianos</i>		
Model Year	2016	2016	2016		
Model	Sorento	Sorento	Sorento		
Date Awarded	12/10/15	N/A	7/28/16		
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
Award Image					
Methodology	To qualify for 2016 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.	Conducted annually, the J.D. Power Automotive Performance, Execution and Layout (APEAL) StudySM measures owner satisfaction with the design, performance, content, and layout of new vehicles during the first 90 days of ownership. The study is based on owner responses regarding 90 individual vehicle attributes, and more than 80,000 new car, truck, SUV, and van owners responded to the 2016 U.S. APEAL Study.		
Legal Disclaimer	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). 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).	The Kia Sorento received the highest numerical score among midsize SUVs in the J.D. Power 2016 Automotive Performance, Execution and Layout (APEAL) Study, based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February-May 2016. Your experiences may vary. Visit jdpower.com . El Kia Sorento recibió la mayor calificación numérica entre los SUV medianos en el estudio patentado J.D. Power 2016 Automotive Performance, Execution and Layout (APEAL) Study, basado en un total de 80,157 respuestas, que evaluaron 245 modelos y las opiniones de propietarios de vehículos nuevos modelo 2016 después de 90 días de ser encuestados entre febrero y mayo de 2016. Tus experiencias pueden variar. Visita jdpower.com .		
Contact Info	Laurel B. Sims lsims@iihs.org	Mike Joyce mike.joyce@dot.gov	Jennifer Smith, 805-418-8344 permissions@jdp.com		
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	5/30/17		
Notes	Note that '2016' 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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2017

SORENTO






Organization	NHTSA	IIHS	U.S. News	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sorento <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2017</i>	2017 Kia Sorento earns TOP SAFETY PICK award when equipped with optional front crash prevention El Kia Sorento 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional	The 2017 Kia Sorento was named Best 3-Row SUV for the Money by U.S. News & World Report El Kia Sorento 2017 fue designado el Mejor SUV de 3 Filas de Asientos en Relación a su Precio por U.S. News & World Report	
Model Year	2017	2017	2017	
Model	Sorento	Sorento	Sorento	
Date Awarded	N/A	12/8/16	2/7/17	
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	
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.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	The U.S. News Best Car for the Money awards highlight the cars, trucks, SUVs and minivans that give you the best of both worlds: value and an outstanding ownership experience. Each award winner has the best combination of quality and value in each their respective classes – and with the awards covering 20 different automotive categories, it's easy to find a winning car that works for you.	
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). <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>	N/A	Copyright 2017 © U.S. News Rankings & Reviews	
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Michael Mickibben MMickibben@usnews.com	
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	8/7/18	
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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines		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) 18 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.	

2016

SEDONA



Organization	NHTSA	IIHS	Kelley Blue Book		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sedona Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2016	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	2016 Kia Sedona was named a Best Family Car by Kelley Blue Book's KBB.com El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book		
Model Year	2016	2016	2016		
Model	Sedona	Sedona	Sedona		
Date Awarded	4/5/15	12/10/15	2/4/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	All materials that include the Kelley Blue Book name and logos MUST be reviewed		
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.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.		
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). 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).	N/A	For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@ihs.org	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com		
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	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.		
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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.			

2017

SEDONA



Organization	NHTSA	IIHS		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sedona <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2017</i>	2017 Kia Sedona earns TOP SAFETY PICK award when equipped with optional front crash prevention <i>El Kia Sedona 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional</i>		
Model Year	2017	2017		
Model	Sedona	Sedona		
Date Awarded	4/5/15	12/8/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
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.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.		
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). <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>	N/A		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@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	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: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

BRAND



Organization	Interbrand	Interbrand		
Ad Verbiage (Required Language)	Kia Ranked in the Best Global Brands 2015 Kia fue clasificada entre las Mejores Marcas Globales en 2015	Kia Ranked in the Best Global Brands 2016 Kia fue clasificada entre las Mejores Marcas Globales en 2016		
Award Year	2015	2016		
Model	Brand	Brand		
Date Awarded	10/9/15	10/5/16		
Requirements	Submit final creative for approval	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 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 17th annual report analyzes how brands help grow businesses—from delivering on customer expectations to driving economic value. This methodology was the first brand valuation method to become ISO certified. The ranking is based on three key components that contribute to a brand's cumulative value: The financial performance of the branded products and services The role the brand plays in influencing customer choice The strength the brand has to command a premium price or secure earnings for the company.		
Legal Disclaimer	N/A	N/A		
Contact Info	Shayla Persaud shayla.persaud@interbrand.com	Shayla Persaud shayla.persaud@interbrand.com		
Duration	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		
Notes	Interbrand's Best Global Brands 2015 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 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: www.bestglobalbrands.com	Interbrand's Best Global Brands 2016 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 brands on the Interbrand Best Global Brands 2016 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 2016 website: www.bestglobalbrands.com		