






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

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 <a href="#">Uno de los 10 Mejores Vehículos para Conductores Bajitos – Edmunds.com</a>	2014 Soul Named Active Lifestyle Vehicle of the Year in the Urban Segment <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 <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 <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>	8/13/13	10/22/13	12/20/13	6/27/14
<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	 	
<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 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>	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 ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).  <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="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.  <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 <a href="mailto:choff@edmunds.com">choff@edmunds.com</a>	Adriana Macedonio <a href="mailto:Adriana.macedonio@dng.com">Adriana.macedonio@dng.com</a>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Joanna Pinkham    Brenna Robinson <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	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/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>	* Submit final creative to KBB for approval. • Accolade may be stated as: 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 • NOTE: Make sure Kelley is spelled with an “ey” • The Web address <a href="http://www.kbb.com">www.kbb.com</a> 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®”

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  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2015	2014 IIHS Top Safety Pick  El Soul 2014 fue designado Mejor Elección en Seguridad en 2014 por IIHS	2015 Most Popular on Edmunds.com  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*  El Kia Soul 2015 fue designado Mejor Hatchback para Familias por U.S. News & World Report*	2015 10 COOLEST CARS UNDER \$18,000  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	9/16/14	1/1/15	3/30/15	5/15/15
<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>					
<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 2015 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 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-2015.html">http://www.edmunds.com/car-reviews/most-popular-2015.html</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.  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> ).  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.  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 <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</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>	Carolyn Hoff <a href="mailto:choff@edmunds.com">choff@edmunds.com</a>	McKibben, Michael <a href="mailto:MMcKibben@usnews.com">MMcKibben@usnews.com</a>	Joanna Pinkham <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a>   Brenna Robinson <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. * Accolade may be stated as: 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 • NOTE: Make sure Kelley is spelled with an “ey” • The Web address <a href="http://www.kbb.com">www.kbb.com</a> 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®”

2015

SOUL





Organization	JD Power	AutoPacific			
<b>Ad Verbiage (Required Language)</b>	Highest Ranked Compact Multi-Purpose Vehicle in Initial <i>Quality Vehiculo Compacto Multipropósito Mejor Clasificado en Calidad Inicial</i>	AutoPacific Best in Class Vehicle Satisfaction - Compact Car 2015 Kia Soul  AutoPacific Mejor en su Clase en Satisfacción con el Vehículo - Autos Compactos Kia Soul 2015			
<b>Model Year</b>	2015	2015			
<b>Model</b>	Soul	Soul			
<b>Date Awarded</b>	n/a	7/1/15			
<b>Requirements</b>	n/a	License required for usage. Submit final creative for approval.			
<b>Award Image</b>					
<b>Methodology</b>	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.			
<b>Legal Disclaimer</b>	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 jdpower.com.	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>			
<b>Contact Info</b>	Jennifer Smith, 805-418-8344, permissions@dpa.com	Tustin: dan.hall@autopacific.com 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO			
<b>Duration</b>	4/30/16	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.			
<b>Notes</b>		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

SOUL



Organization	NHTSA	IIHS			
<b>Ad Verbiage (Required Language)</b>	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  El Soul 2016 fue designado Mejor Elección en Seguridad en 2016 por IIHS			
<b>Model Year</b>	2016	2016			
<b>Model</b>	Soul	Soul			
<b>Date Awarded</b>	N/A	12/10/15			
<b>Requirements</b>	Follow NHTSA guidelines (link in Notes section below)	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.	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.			
<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).  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			
<b>Contact Info</b>	Mike Joyce mike.joyce@dot.gov	Eric Williams   Shelley Shelton ewilliams@ihs.org   sshelton@ihs.org			
<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			
<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 '2016' IIHS Top Safety Pick is required to be a part of the claim.			

2015



<b>Organization</b>	UL			
<b>Ad Verbiage (Required Language)</b>	SOUL EV CONTAINS 10% BIO-BASED ORGANIC CARBON CONTENT IN 23942G OF INTERIOR PLASTIC <i>PLASTIC 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



<b>Organization</b>	UL				
<b>Ad Verbiage (Required Language)</b>	SOUL EV CONTAINS 10% BIO-BASED ORGANIC CARBON CONTENT IN 23942G OF INTERIOR PLASTIC <i>PLASTIC 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>	<p>UL VALIDATED</p> <p>SOUL EV CONTAINS 10% BIO-BASED ORGANIC CARBON CONTENT IN 23942G OF INTERIOR PLASTIC UL.COM/EV</p> <p>1 INTERIOR PLASTIC INCLUDES TRIM, FABRIC, BOARD 2 SEE OWNER'S MANUAL FOR LIST OF SPECIFIC PARTS</p>				
<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 <i>Certificación SmartWay de la EPA de Estados Unidos</i>	2014 Forte Named a 2013 IIHS Top Safety Pick <i>El Forte 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS</i>	2014 Forte Sedan Named Winner of the Cars.com/USA Today/MotorWeek Compact Sedan Challenge <i>El Forte Sedán 2014 fue el ganador del Reto al Sedán Compacto Cars.com/USA Today/MotorWeek Compact Sedan Challenge</i>	2014 Kia Forte Named Best New Compact Sedan By Cars.com <i>El Kia Forte 2014 fue designado Mejor Sedán Compacto Nuevo por Cars.com</i>	A Top 10 Least Expensive Coupe For 2014 - Edmunds.com <i>Uno de los 10 Cupé Más Económicos en 2014 - Edmunds.com</i>
<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>	9/13/13	9/1/13	11/11/13	12/13/13	1/30/14
<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 ≥ 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 kenausis.kristin@epa.gov	Eric Williams   Shelley Shelton ewilliams@iihs.org   sshelton@iihs.org	Ethan Hertzberg ehertzberg@cars.com	Ethan Hertzberg ehertzberg@cars.com	Carolyn Hoff choff@edmunds.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 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, ewilliams@iihs.org 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**



Organization	NHTSA				
<b>Ad Verbiage (Required Language)</b>	<p>NHTSA Overall 5-Star Crash Safety Rating for the 2015 Forte</p> <p><a href="#">Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2015</a></p>				
<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>	 <p>5-Star Safety Ratings Make Stars. Safer Cars. A Department of Transportation</p> 				
<b>Methodology</b>	<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>				
<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>				
<b>Contact Info</b>	<p>Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a></p>				
<b>Duration</b>	<p>May use as long as Model and Model Year are stated with the respective claim</p>				
<b>Notes</b>	<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>				

2016

FORTE



<b>Organization</b>	NHTSA				
<b>Ad Verbiage (Required Language)</b>	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				
<b>Model Year</b>	2016				
<b>Model</b>	Forte 4DR FWD				
<b>Date Awarded</b>	n/a				
<b>Requirements</b>	Follow NHTSA guidelines (link in Notes section below)				
<b>Award Image</b>	 5-Star Safety Ratings More Stars. Safer Cars.   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).  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 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>				

2014

OPTIMA



Organization	US EPA	NHTSA	IIHS	Edmunds.com
<b>Ad Verbiage (Required Language)</b>	US EPA SmartWay Certification Mark <a href="#">Certificación SmartWay de la EPA de Estados Unidos</a>	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima <a href="#">Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2014</a>	2014 IIHS Top Safety Pick <a href="#">El Optima 2014 fue designado Mejor Elección en Seguridad en 2014 por IIHS</a>	A Top 10 Least Expensive Midsize Sedan for 2014 - Edmunds.com <a href="#">Uno de los 10 Sedán Medianos Más Económicos en 2014 – Edmunds.com</a>
<b>Model Year</b>	2014	2014	2014	2014
<b>Model</b>	Optima	Optima	Optima	Optima
<b>Date Awarded</b>	9/13/13	9/19/13	12/19/13	1/9/14
<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 convenience 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> ). <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>	N/A	N/A
<b>Contact Info</b>	Kristin Kenausis <a href="mailto:kenausis.kristin@epa.gov">kenausis.kristin@epa.gov</a>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Eric Williams   Shelley Shelton <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>	Carolyn Hoff <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/NCA+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCA+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**



<b>Organization</b>	NHTSA				
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2014				
<b>Model Year</b>	2014				
<b>Model</b>	2013 Kia Optima Hybrid 4 DR FWD				
<b>Date Awarded</b>	9/19/13				
<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).  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 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

OPTIMA




Organization	NHTSA	IIHS	
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2015	2015 IIHS Top Safety Pick  El Optima 2015 fue designado Mejor Elección en Seguridad en 2015 por IIHS	
<b>Model Year</b>	2015	2015	
<b>Model</b>	Optima	Soul	
<b>Date Awarded</b>	N/A		
<b>Requirements</b>	Follow NHTSA guidelines (link in Notes section below)	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.	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 (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	
<b>Contact Info</b>	Mike Joyce mike.joyce@dot.gov	Eric Williams   Shelley Shelton ewilliams@iihs.org   sshelton@iihs.org	
<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	
<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 '2015' IIHS Top Safety Pick is required to be a part of the claim.	

# 2016

# OPTIMA



Organization	Kelley Blue Book			
Ad Verbiage (Required Language)	<p>2016 Kia Optima is a Kelley Blue Book's KBB.com Best Buy Award Winner</p> <p>El Kia Optima 2016 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book</p>			
Model Year	2016			
Model	Optima			
Date Awarded	12/2015			
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed			
Award Image				
Methodology	n/a			
Legal Disclaimer	<p>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.</p> <p>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.</p>			
Contact Info	<p>Joanna Pinkham    Brenna Robinson  <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a>    <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</a></p>			
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.			
Notes				

2015

**OPTIMA**  
**HYBRID**




<b>Organization</b>	NHTSA				
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima  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).  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 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  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>					
<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).  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 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>				



2014

CADENZA




<b>Organization</b>	Road & Travel Magazine	IIHS		
<b>Ad Verbiage (Required Language)</b>	2014 Kia Cadenza Wins 2014 International Car of the Year Award, presented by Road & Travel Magazine® <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 <i>El Cadenza 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS</i>		
<b>Model Year</b>	2014	2014		
<b>Model</b>	Cadenza	Cadenza		
<b>Date Awarded</b>	1/13/14	2/1/14		
<b>Requirements</b>	License required for usage. Submit final creative for approval.	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.	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.		
<b>Legal Disclaimer</b>	N/A	N/A		
<b>Contact Info</b>	Courtney Caldwell roadandtravel@gmail.com	Eric Williams   Shelley Shelton ewilliams@ihs.org   sshelton@ihs.org		
<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		
<b>Notes</b>	"The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR by Kia and its agencies. El nombre y logotipo del premio Internacional Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones publicas." 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®).	Please be sure to CC: Eric Williams, ewilliams@ihs.org Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.		

2015

CADENZA



<b>Organization</b>	<b>AutoPacific</b>		
<b>Ad Verbiage (Required Language)</b>	<p>AutoPacific Best in Class Vehicle Satisfaction - Large Car 2015 Kia Cadenza</p> <p>AutoPacific Mejor en su Clase en Satisfacción con el Vehículo - Autos Grandes Kia Cadenza 2015</p>		
<b>Model Year</b>	2015		
<b>Model</b>	Cadenza		
<b>Date Awarded</b>	7/1/15		
<b>Requirements</b>	License required for usage. Submit final creative for approval.		
<b>Award Image</b>			
<b>Methodology</b>	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>	@ 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>		
<b>Contact Info</b>	Tustin: dan.hall@autopacific.com 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO		
<b>Duration</b>	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>	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



no Awards available at this time				

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® <i>El Kia K900 2015 gana el Premio al Auto Internacional del Año 2015, presentado por Road &amp; Travel Magazine®</i>	The 2015 Kia K900 was named Best Luxury Large Car for Families by U.S. News & World Report <i>El Kia K900 2015 fue designado Mejor Carro Grande de Lujo para Familias por U.S. News &amp; World Report</i>	AutoPacific President's Award for All-Time Highest Vehicle Satisfaction 2015 Kia K900  AutoPacific President's Award for All-Time Highest Vehicle Satisfaction 2015 Kia K900	AutoPacific Best in Class Vehicle Satisfaction - Luxury Car 2015 Kia K900  AutoPacific 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>	11/20/14	3/30/15	7/1/15	7/1/15	
<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.  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>	NA	n/a	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>	
<b>Contact Info</b>	Courtney Caldwell roadandtravel@gmail.com	McKibben, Michael MMckibben@usnews.com	Tustin: dan.hall@autopacific.com 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO	Tustin: dan.hall@autopacific.com 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO	
<b>Duration</b>	No expiration date; 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 and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR by Kia and its agencies.  El nombre y logotipo del premio Internacional Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones públicas.  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 promotions, 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 each 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 each 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

**K900**



no Awards available at this time					

2015

**RIO**



no Awards available at this time				

2016

**RIO**






no Awards available at this time				

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  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 ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).  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 <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

**SPORTAGE**




Organization	NHTSA	AutoPacific			
<b>Ad Verbiage (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 Best in Class Vehicle Satisfaction - Compact Crossover SUV 2015 Kia Sportage</p> <p>AutoPacific Mejor en su Clase en Satisfacción con el Vehículo - SUV Compactos Crossover Kia Sportage 2015</p>			
<b>Model Year</b>	2015	2015			
<b>Model</b>	Sportage AWD	Sportage			
<b>Date Awarded</b>	N/A	7/1/15			
<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>5-Star Safety Ratings www.safercar.gov</p> <p>Crash safety rating</p>	 <p>AutoPacific VEHICLE SATISFACTION VSA AWARD</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 (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>	@ 2015 AutoPacific, Inc. Vehicle Satisfaction Award Insert Segment Name			
<b>Contact Info</b>	Mike Joyce mike.joyce@dot.gov	Tustin: dan.hall@autopacific.com 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 state the model and model year.			
<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>	<p>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 samples of all pre-approved and edit-approved Materials upon distribution.</p>			

2016

**SPORTAGE**






Organization	NHTSA				
<b>Ad Verbiage (Required Language)</b>	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				
<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>					
<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).  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 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>				

# 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  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  El Sorento 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sorento  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  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>	5/29/13	6/1/13	9/19/13	2/18/14	
<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 The Methodology and The Standard accessible from <a href="http://www.automotivescience.com">www.automotivescience.com</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.  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> ).  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.  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 Automotive Performance Index de 2014, un estudio de ASG.	
<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>  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	IIHS	
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sorento  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2015	Highest Ranked Midsize SUV in Initial Quality  Calidad/Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial	2015 IIHS Top Safety Pick  <i>El Sorento 2015 fue designado Mejor Elección en Seguridad en 2015 por IIHS</i>	
<b>Model Year</b>	2015	2015	2016	
<b>Model</b>	Sorento	Sorento	Sorento	
<b>Date Awarded</b>	N/A	n/a	2/20/15	
<b>Requirements</b>	Follow NHTSA guidelines (link in Notes section below)	n/a	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.	The JD Power "Initial Quality Study" measures problems reported by consumers during the first, critical 90 days of new car ownership.	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 (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 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 94,367 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.	N/A	
<b>Contact Info</b>	Mike Joyce mike.joyce@dot.gov	Jennifer Smith, 805-418-8344, permissions@jdp.com	Eric Williams   Shelley Shelton ewilliams@ihs.org   sshelton@ihs.org	
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim	4/30/16	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 '2015' IIHS Top Safety Pick is required to be a part of the claim.	

# 2016

# SORENTO




Organization	IIHS	Digital Trends	NHTSA	
<b>Ad Verbiage (Required Language)</b>	2016 IIHS Top Safety Pick <a href="#">El Sorento 2016 fue designado Mejor Elección en Seguridad en 2016 por IIHS</a>	"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 movv upmarket"	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>	
<b>Model Year</b>	2016	2016	2016	
<b>Model</b>	Sorento	Sorento	Sorento	
<b>Date Awarded</b>	12/10/15	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 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.	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 Designtecnica Corporation dba Digital Trends. All Rights Reserved. <a href="#">Reimpreso de www.digitaltrends.com con permiso. © 2015 Designtecnica Corporation dba Digital Trends. Todos los Derechos Reservados</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> ).  <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>	
<b>Contact Info</b>	Eric Williams <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   Shelley Shelton <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>	Elena Coster <a href="mailto:elena@digitaltrends.com">elena@digitaltrends.com</a>	Mike Joyce <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 '2016' 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. <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/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>	

2014

**SEDONA**



<b>Organization</b>	<b>NHTSA</b>				
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sedona  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 ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).  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 <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

SEDONA





Organization	IIHS	NHTSA	JD Power	Cars.com	
<b>Ad Verbiage (Required Language)</b>	2015 IIHS Top Safety Pick El Sedona 2014 fue designado Mejor Elección en Seguridad en 2015 por IIHS	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sedona  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2015	The 2015 Kia Sedona was named "Highest Ranked Vehicle Appeal among Minivans" by J.D. Power  El Kia Sedona 2015 fue designado "Vehículo Clasificado como el Más Atractivo Entre los Minivans" por J.D. Power	Cars.com Ultimate Minivan Challenge Winner: 2015 Kia Sedona SXL	
<b>Model Year</b>	2015	2015	2015	2015	
<b>Model</b>	Sedona	Sedona	Sedona	Sedona	
<b>Date Awarded</b>	12/23/14	3/31/15	07/2015	10/1/15	
<b>Requirements</b>	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit for approval	Submit for approval	
<b>Award Image</b>					
<b>Methodology</b>	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 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.	Launched in 1998, Cars.com, a TEGNA Inc. (NYSE: TGNA) company, is an award-recognized online destination for car shoppers and owners that offers information from experts and consumers to help research, price and find new and used cars, as well as information around service and repair for car owners. With more than 30 million monthly visits to its web properties, Cars.com offers millions of new and used vehicle listings, expert and consumer reviews, side-by-side comparison, build and price tools, unbiased editorial content and much more. In 2015, Cars.com introduced a new service and repair feature to help consumers find the right service provider and understand how much to pay with the fair-price estimator tool. Cars.com puts millions of car buyers, and now owners, in control of their shopping process with the information they need to make stress-free buying, selling and servicing decisions.	
<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 (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).	Submit for Approval	N/A	
<b>Contact Info</b>	Eric Williams   Shelley Shelton ewilliams@iihs.org   sshelton@iihs.org	Mike Joyce mike.joyce@dot.gov	Daniel Shapiro, Daniel.Shapiro@jdpa.com	sean.rokisky@parsintl.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	31-May-16	10/5/16	
<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	IIHS			
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  El Sedona 2016 fue designado Mejor Elección en Seguridad en 2016 por IIHS			
Model Year	2016	2016			
Model	Sedona	Sedona			
Date Awarded	4/5/15	12/10/15			
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 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.			
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> ).  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			
Contact Info	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Eric Williams   Shelley Shelton <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   <a href="mailto:sshelton@iihs.org">sshelton@iihs.org</a>			
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: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.			



# BRAND



Organization	Interbrand	Interbrand	Kelley Blue Book's KBB.com	
<b>Ad Verbiage (Required Language)</b>	Kia Ranked in the Best Global Brands 2014 <i>Kia fue clasificada entre las Mejores Marcas Globales en 2014</i>	Kia Ranked in the Best Global Brands 2015 <i>Kia fue clasificada entre las Mejores Marcas Globales en 2015</i>	2014 Kelley Blue Book Brand Image Award- Best Value Brand <i>Marca de Mejor Valor – 2014 Kelley Blue Book Brand Image Award</i>	
<b>Award Year</b>	2014	2015	2014	
<b>Model</b>	Brand	Brand	Brand	
<b>Date Awarded</b>	10/9/14	10/9/15	4/9/14	
<b>Requirements</b>	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	
<b>Award Image</b>				
<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	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	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 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 <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.	
<b>Legal Disclaimer</b>	N/A	N/A	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 <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book es una	
<b>Contact Info</b>	Brittany Waterson <a href="mailto:brittany.waterson@interbrand.com">brittany.waterson@interbrand.com</a>	Brittany Waterson <a href="mailto:brittany.waterson@interbrand.com">brittany.waterson@interbrand.com</a>	Joanna Pinkham <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a> Brenna Robinson <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</a>	
<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. If year is not listed in logo, it must be stated in VO.	
<b>Notes</b>	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: <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a>	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 <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: <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a>	<b>ADDITIONAL REQUIREMENTS</b> • Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the Brand Image Award accolade logo • NOTE: Make sure Kelley is spelled with an "ey" • The Web address <a href="http://www.kbb.com">www.kbb.com</a> 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®"	