




## Carline Accolade Overview

2013

RIO






Organization	US EPA				
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark				
Model Year	2013				
Model	Rio				
Date Awarded	4/16/12				
Requirements	Submit final creative for approval				
Award Image					
Methodology	SmartWay is given to vehicles that get a combined rating $\geq 13$ with a minimum GHG rating = 7; minimum smog rating = 6.				
Legal Disclaimer	N/A				
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	This award carried over given the scoring thresholds haven't changed from MY12 to MY13				

2013

soul






Organization	Insurance Institute for Highway Safety	NHTSA	Edmunds.com	Kelley Blue Book	
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick	NHTSA 5-Star Side-Impact Crash Rating	A Top 10 Pet-Safe Vehicle for 2013 - Edmunds.com	KBB.com named the 2013 Soul one of the Coolest New Cars Under \$18,000	
Model Year	2013	2013	2013	2013	
Model	Soul	Soul	Soul	Soul	
Date Awarded	12/5/12	N/A	3/14/13	6/20/13	
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	
Award Image			Not required. Usage requires executing logo license agreement.		
Methodology	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.	The Soul was chosen by Edmunds.com for having a number of pet-friendly safety features such as standard side curtain air bags for crash protection and rear privacy glass to keep animals cool. The Soul's boxy shape also provides an abundance of headroom for larger animals. Edmunds.com editors noted that the safety of pets in the car is closely related to the safety of the vehicle's human passengers as improperly restrained pets can pose a threat to occupants in the event of an accident or even a minor fender bender.	The winners were hand-picked by KBB.com Editorial staff based on two critical factors – fun-to-drive and fun-to-own. Each model also falls under the required price point based on Kelley Blue Book's Fair Purchase Price.	
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 ( <a href="http://www.safercar.gov">www.safercar.gov</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.	
Contact Info	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>	Carolyn Hoff <a href="mailto:choff@edmunds.com">choff@edmunds.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>	
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 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 be sure to CC: Mike Fagin  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>	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., "2013") in the accolades.	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.	

2014

SOUL




Organization	Edmunds.com	Active Lifestyle Vehicle of the Year	ALG	NHTSA	Kelley Blue Book
<b>Ad Verbiage (Required Language)</b>	A Top 10 Best Car for Short Drivers - Edmunds.com	2014 Soul Named Active Lifestyle Vehicle of the Year in the Urban Segment	Kia Soul has a higher residual value than any other vehicle in the SUV segment according to ALG	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Soul	2014 10 COOLEST CARS UNDER \$18,000
<b>Model Year</b>	2014	2014	2014	2014	2014
<b>Model</b>	Soul	Soul	Soul	Soul FWD	Soul
<b>Date Awarded</b>	8/13/13	10/22/13	11/18/13	12/20/13	6/27/14
<b>Requirements</b>	Submit final creative for approval	Submit final creative for approval	Usage license executed. 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.	The Residual Value Awards are based on the entire model year forecast of products from the November/December prior year's edition. Economic forecast variables are held constant. Vehicle segmentation is based ALG's proprietary automotive segmentation scheme, which takes into account information such as vehicle size, transaction price and cross-shop information. No strict dimension or pricing guidelines determine each segment. Distinctive performance variants can be separated as unique models. Key factors remain endogenous vehicle depreciation and seasonality while economic forecast variables are based on the latest available edition.	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	ALG is the industry benchmark for residual values and depreciation data, www.alg.com.	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.
<b>Contact Info</b>	Carolyn Hoff choff@edmunds.com	Adriana Macedonio Adriana.macedonio@dng.com	Randy Lioz rlioz@alg.com	Mike Joyce mike.joyce@dot.gov	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim.	May use as long as Model and Model Year are stated with the respective claim.	Expires 11/18/2014	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 us 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.		This license covers all media types and at all advertising tiers globally, with the exception of Canada. For usage after expiration dates, please contact marketing@alg.com for details.	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 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®"

2014





soul



Organization	Strategic Vision				
Ad Verbiage (Required Language)	Leader (or Led) in Strategic Vision's 2014 Total Quality Award™ For Best Small Multi-Function Car				
Model Year	2014				
Model	Soul				
Date Awarded	7/25/14				
Requirements	Submit final creative for approval				
Award Image					
Methodology	STRATEGIC VISION has developed and administered a survey of new vehicle owners entitled the "2014 New Vehicle Experience Study" ("Vehicle Study", "Study", NVES).				
Legal Disclaimer	Strategic Vision's 2014 New Vehicle Experience Study™ surveyed 38,361 Oct.- Dec. new vehicle buyers after the first 90 days of ownership. Kia Soul tied for leadership with another vehicle in Small Multi-Function Car Segment.				
Contact Info	Christopher Chaney chris.chaney@strategicvision.com				
Duration	Begins: 7/3/2014 Ends: 7/3/2015				
Notes	The claim verbiage listed above is a guideline only. Additional and/or reworded versions or uses of the claim are to be submitted and approved on a case-by-case basis so that the LICENSEE is afforded maximum flexibility and agency expertise in the use of the claim.				






# 2014 FORTE



Organization	US EPA	IIHS	Cars.com	Cars.com	Edmunds.com
<b>Ad Verbiage (Required Language)</b>	US EPA SmartWay Certification Mark	2014 Forte Named a 2013 IIHS Top Safety Pick	2014 Forte Sedan Named Winner of the Cars.com/USA Today/MotorWeek Compact Sedan Challenge	2014 Kia Forte Named Best New Compact Sedan By Cars.com	A Top 10 Least Expensive Coupe For 2014 - Edmunds.com
<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 Kenausius kenausius.kristin@epa.gov	Eric Williams ewilliams@iihs.org   Shelley Shelton 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.

# 2013 OPTIMA





Organization	Insurance Institute for Highway Safety	US EPA	NHTSA	Road & Travel Magazine	Cars.com
<b>Ad Verbiage (Required Language)</b>	2013 IIHS Top Safety Pick+	US EPA SmartWay Certification Mark	NHTSA Overall 5-Star Crash Safety Rating	2013 Kia Optima Named 2013 International Car of the Year Award	Cars.com named the 2013 Kia Optima the Most Affordable Midsize Sedan
<b>Model Year</b>	2013	2013	2013	2013	2013
<b>Model</b>	Optima	Optima	Optima	Optima	Optima
<b>Date Awarded</b>	12/5/12	8/13/12	N/A	1/18/13	7/30/13
<b>Requirements</b>	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	License paid by KMC. Submit final creative for approval	Submit final creative for approval.
<b>Award Image</b>					
<b>Methodology</b>	2013 TOP SAFETY PICK+ vehicles must receive good ratings in at least 4 of 5 tests and no less than acceptable in the fifth test.	SmartWay is given to vehicles that get a combined rating ≥ 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.	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.	The Optima topped the list because of its combination of great features, low price and impressive estimated five-year fuel cost. Contenders had to be equipped with equipment like automatic transmission, cruise control, a USB connection, Bluetooth, power windows, a power driver's seat and a rearview camera.
<b>Legal Disclaimer</b>	N/A	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.	N/A
<b>Contact Info</b>	Eric Williams ewilliams@ihs.org   Shelley Shelton sshelton@ihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Mike Joyce mike.joyce@dot.gov	Courtney Caldwell roadandtravel@gmail.com	Ethan Hertzberg ehertzberg@cars.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>	Please be sure to CC: Mike Fagin Note that '2013' IIHS Top Safety Pick is required to be a part of the claim	This award carried over given the scoring thresholds haven't changed from MY12 to MY13	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 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.	

2013

# OPTIMA

## HYBRID







Organization	Insurance Institute for Highway Safety	NHTSA			
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick+	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima			
Model Year	2013	2014			
Model	Optima Hybrid	2013 Kia Optima Hybrid 4 DR FWD			
Date Awarded	12/5/12	9/19/13			
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)			
Award Image					
Methodology	2013 TOP SAFETY PICK+ vehicles must receive good ratings in at least 4 of 5 tests and no less than acceptable in the fifth 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.			
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 ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).			
Contact Info	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>			
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	<p>Please be sure to CC: Mike Fagin</p> <p>Note that '2013' IIHS Top Safety Pick is required to be a part of the claim</p> <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>				



2014

OPTIMA




Organization	US EPA	NHTSA	IIHS	Edmunds.com	Strategic Vision
<b>Ad Verbiage (Required Language)</b>	US EPA SmartWay Certification Mark	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima	2014 IIHS Top Safety Pick	A Top 10 Least Expensive Midsize Sedan for 2014 - Edmunds.com	Leader (or Led) in Strategic Vision's 2014 Total Quality Award™ For Best Mid-Size Car
<b>Model Year</b>	2014	2014	2014	2014	2014
<b>Model</b>	Optima	Optima	Optima	Optima	Optima
<b>Date Awarded</b>	9/13/13	9/19/13	12/19/13	1/9/14	7/25/14
<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	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.	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.	STRATEGIC VISION has developed and administered a survey of new vehicle owners entitled the "2014 New Vehicle Experience Study" ("Vehicle Study", "Study", NVES).
<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).	N/A	N/A	Strategic Vision's 2014 New Vehicle Experience Study™ surveyed 38,361 Oct.- Dec. new vehicle buyers after the first 90 days of ownership. Kia Optima tied for leadership with another vehicle in Mid-Size Car Segment.
<b>Contact Info</b>	Kristin Kenausius kenausis.kristin@epa.gov	Mike Joyce mike.joyce@dot.gov	Eric Williams ewilliams@iihs.org   Shelley Shelton sshelton@iihs.org	Carolyn Hoff choff@edmunds.com	Christopher Chaney chris.chaney@strategicvision.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.	<b>Begins:</b> 7/3/2014 <b>Ends:</b> 7/3/2015
<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/P+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCA/P+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.	The claim verbiage listed above is a guideline only. Additional and/or reworded versions or uses of the claim are to be submitted and approved on a case-by-case basis so that the LICENSEE is afforded maximum flexibility and agency expertise in the use of the claim.

2015

OPTIMA






Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima				
Model Year	2015				
Model	Optima				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).				
Contact Info	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on <a href="http://www.safercar.gov">SaferCar.gov</a> . Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>				

2014






CADENZA



Organization	Road & Travel Magazine	IIHS	J.D. Power		
<b>Ad Verbiage (Required Language)</b>	2014 Kia Cadenza Wins 2014 International Car of the Year Award, presented by Road & Travel Magazine®	2014 Cadenza Named a 2013 IIHS Top Safety Pick	Highest Ranked Large Car in Initial Quality		
<b>Model Year</b>	2014	2014	2014		
<b>Model</b>	Cadenza	Cadenza	Cadenza		
<b>Date Awarded</b>	1/13/14	2/1/14	6/18/14		
<b>Requirements</b>	License required for usage. Submit final creative for approval.	Submit final creative for approval	Follow JD Power Guidelines (Guidelines document provided via email)		
<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.	Taken from the Initial Quality Study (IQS), which looks at owner-reported problems in the first 90 days of new-vehicle ownership, this score is based on problems that have caused a complete breakdown or malfunction, or where controls or features may work as designed, but are difficult to use or understand.		
<b>Legal Disclaimer</b>	The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies.	N/A	The Kia Cadenza received the lowest number of problems per 100 vehicles among large cars in the proprietary J.D. Power 2014 Initial Quality Study™. Study based on responses from 86,118 new-vehicle owners, measuring 239 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experiences may vary. Visit <a href="http://jdpower.com">jdpower.com</a>		
<b>Contact Info</b>	Courtney Caldwell <a href="mailto:roadandtravel@gmail.com">roadandtravel@gmail.com</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>	<b>Primary contact:</b> Jennifer Smith <a href="mailto:Jennifer.Smith@jdp.com">Jennifer.Smith@jdp.com</a> <b>Secondary contact:</b> Dan Shapiro <a href="mailto:Daniel.shapiro@jdp.com">Daniel.shapiro@jdp.com</a>		
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Effective Date: 6/18/14 Termination Date: 4/30/15		
<b>Notes</b>	The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road & Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2014 Kia Cadenza award marketing, advertising and promotions, with either the logo or in words (i.e.: presented by Road & Travel Magazine®).	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.	When using the artwork in advertising materials, please be sure to reference the guidelines document and run all creative through JDP for approval (Permissions@jdp.com)		


# 2013 SPORTAGE



Organization	Insurance Institute for Highway Safety	US EPA	NHTSA	Insure.com	The Car Book
<b>Ad Verbiage (Required Language)</b>	2013 IIHS Top Safety Pick	US EPA SmartWay Certification Mark	NHTSA Overall 5-Star Crash Safety Rating for the 2013 Sportage AWD	Kia Sportage Named Top 10 "least expensive to insure" on Insure.com	Best Bet in The Car Book 2013
<b>Model Year</b>	2013	2013	2013	2013	2013
<b>Model</b>	Sportage	Sportage 2WD / 4WD	Sportage AWD only	Sportage	Sportage
<b>Date Awarded</b>	12/5/12	8/13/12	N/A	1/17/13	2/18/13
<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	Submit final creative for approval
<b>Award Image</b>					
<b>Methodology</b>	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.	SmartWay is given to vehicles that get a combined rating ≥ 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.	Insure.com studied average auto insurance rates for more than 750 vehicles in the 2013 model year. The 20 "least expensive vehicles to insure" earn the award.	Vehicles are rated in nine key Car Book categories: crash tests, safety features, rollover, preventative maintenance, repair costs, warranty, fuel economy, complaints, and insurance. Because safety is the most important component of our ratings, only those cars with crash test scores are considered as potential BEST BETS. Please see page 76 of The Car Book 2013 for details.
<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> ).	N/A	Based on 2013 model year vehicles in The Car Book 2013 by Jack Gillis
<b>Contact Info</b>	Eric Williams <a href="mailto:ewilliams@iihs.org">ewilliams@iihs.org</a>   Mike Fagin <a href="mailto:mfagin@iihs.org">mfagin@iihs.org</a>	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>	Amy Denise <a href="mailto:adenise@insure.com">adenise@insure.com</a>	Peter Kitchen <a href="mailto:peter@jagillis.com">peter@jagillis.com</a>
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
<b>Notes</b>	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.	This award carried over given the scoring thresholds haven't changed from MY12 to MY13	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>	If the award is mentioned on a website, please link to the study at <a href="http://www.insure.com/car-insurance/car-insurance-comparison.html">http://www.insure.com/car-insurance/car-insurance-comparison.html</a>	N/A



# 2013 SPORTAGE



Organization	Kelley Blue Book				
Ad Verbiage (Required Language)	2013 Kia Sportage was named a Best Back-to-School Car by Kelley Blue Book's KBB.com				
Model Year	2013				
Model	Sportage				
Date Awarded	8/8/13				
Requirements	Submit final creative for approval				
Award Image					
Methodology	The list is based on the opinions/discretion of the expert Editors of Kelley Blue Book's KBB.com. Kelley Blue Book chose the Sportage based on fuel economy, safety, style, versatility, and value. Each of the KBB.com Editors' new-car recommendations start below \$20,000, with a few even available for less than \$15,000.				
Legal Disclaimer	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.				
Contact Info	Joanna Pinkham <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a> Brenna Robinson <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</a>				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	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.				




# 2014 SPORTAGE



Organization	NHTSA	J.D. Power			
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sportage AWD	Highest Ranked Small SUV in Initial Quality in a Tie <b>Multi-Year Claim:</b> Highest Ranked Small SUV in Initial Quality in a Tie, Two Years in a Row			
<b>Model Year</b>	2014	2014			
<b>Model</b>	Sportage AWD	Sportage			
<b>Date Awarded</b>	N/A	6/18/14			
<b>Requirements</b>	Follow NHTSA guidelines (link in Notes section below)	Follow JD Power Guidelines (Guidelines document provided via email)			
<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.	Taken from the Initial Quality Study (IQS), which looks at owner-reported problems in the first 90 days of new vehicle ownership, this score is based on problems that have caused a complete breakdown or malfunction, or where controls or features may work as designed, but are difficult to use or understand.			
<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> ).	The Kia Sportage received the lowest number of problems per 100 vehicles among small SUVs in a tie in the proprietary J.D. Power 2014 Initial Quality Study <sup>SM</sup> . Study based on responses from 86,118 new-vehicle owners, measuring 239 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experiences may vary. Visit <a href="http://jdpower.com">jdpower.com</a> .			
<b>Contact Info</b>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	<b>Primary contact:</b> Jennifer Smith <a href="mailto:Jennifer.Smith@jdp.com">Jennifer.Smith@jdp.com</a> P 805.418.8344 F 805.418.8566 <b>Secondary contact:</b> Dan Shapiro <a href="mailto:Daniel.shapiro@jdp.com">Daniel.shapiro@jdp.com</a> P 805.418.8537			
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim	Effective Date: 6/18/14 <b>Termination Date:</b> 4/30/15			
<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>	When using the artwork in advertising materials, please be sure to reference the guidelines document and run all creative through JDP for approval (Permissions@jdp.com)			

# 2015 SPORTAGE



Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sportage AWD				
Model Year	2015				
Model	Sportage AWD				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image	  				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).				
Contact Info	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>				

# 2014 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	2014 Sorento Named a 2013 IIHS Top Safety Pick	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sorento	2014 Kia Sorento earns "BEST 5 ALL-AROUND PERFORMANCE" honor from the Automotive Science Group	
<b>Model Year</b>	2014	2013	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.	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> ).	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.	
<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				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sorento				
Model Year	2015				
Model	Sorento				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).				
Contact Info	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>				

# 2014




# SEDONA



Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sedona				
Model Year	2014				
Model	Sedona				
Date Awarded	12/3/13				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).				
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: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>				


# BRAND



Organization	Interbrand	Small Business Institute	Interbrand	Interbrand	Kelley Blue Book's KBB.com
<b>Ad Verbiage (Required Language)</b>	Kia Ranked in the Best Global Brands 2012	Small Business Institute for Excellence in Commerce (SBIEC) California Excellence Award Winner	Kia Ranked in the Best Global Green Brands 2013	Kia Ranked in the Best Global Brands 2013	2014 Kelley Blue Book Brand Image Award- Best Value Brand
<b>Award Year</b>	2012	2013	2013	2013	2014
<b>Model</b>	Brand	Brand	Brand	Brand	Brand
<b>Date Awarded</b>	9/15/12	6/12/13	6/12/13	12/17/13	4/9/14
<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>		N/A	Pending		
<b>Methodology</b>	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand.	The SBIEC California Excellence Award highlights businesses that enhance the high-powered, consumer-driven character unique to California. Special emphasis is given to companies that meet and exceed industry benchmarks for product quality, customer service and ethical practices. A panel of industry executives and consultants ultimately selected Kia amongst peers and competitors after year-long industry research and business surveys.	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand.	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand.	The Kelley Blue Book® Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers. The 2014 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model familiarity and loyalty among new-car shoppers.
<b>Legal Disclaimer</b>	N/A	N/A	N/A	N/A	2014 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Market Intelligence. Award calculated among non-luxury shoppers. For more information, visit <a href="http://www.kbb.com">www.kbb.com</a> . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.
<b>Contact Info</b>	Amy Edel-Vaughn <a href="mailto:amy.edel-vaughn@interbrand.com">amy.edel-vaughn@interbrand.com</a>	Adriana Macedonio <a href="mailto:Adriana.Macedonio@dng.com">Adriana.Macedonio@dng.com</a>	Amy Edel-Vaughn <a href="mailto:amy.edel-vaughn@interbrand.com">amy.edel-vaughn@interbrand.com</a>	Amy Edel-Vaughn <a href="mailto:amy.edel-vaughn@interbrand.com">amy.edel-vaughn@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	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>	The badge is only for the use of brands on the Interbrand Best Global Brands 2012 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall 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 2012 website: <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a>	N/A	The badge is only for the use of brands on the Interbrand Best Global Green Brands 2013 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Green Brands 2013 website <a href="http://www.bestglobalgreenbrands.com">www.bestglobalgreenbrands.com</a>	Interbrand's Best Global Brands 2013 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to <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 2013 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2013 website: <a href="http://www.bestglobalbrands.com">www.bestglobalbrands.com</a>	ADDITIONAL REQUIREMENTS • 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®"

# BRAND



Organization	Strategic Vision				
Ad Verbiage (Required Language)	Best Mass Market in Strategic Vision's 2014 Total Quality Study OR Awarded Best Mainstream Brand in Strategic Vision's 2014 Total Quality Study				
Award Year	2014				
Model	Brand				
Date Awarded	7/3/14				
Requirements	Submit final creative for approval				
Award Image					
Methodology	STRATEGIC VISION has developed and administered a survey of new vehicle owners entitled the "2014 New Vehicle Experience Study" ("Vehicle Study", "Study", NVES).				
Legal Disclaimer	Strategic Vision's 2014 New Vehicle Experience Study™ surveyed 38,361 Oct. - Dec. new vehicle buyers after the first 90 days of ownership.				
Contact Info	Christopher Chaney chris.chaney@strategicvision.com				
Duration	Begins: 7/3/2014 Ends: 7/3/2015				
Notes	The claim verbiage listed above is a guideline only. Additional and/or reworded versions or uses of the claim are to be submitted and approved on a case-by-case basis so that the LICENSEE is afforded maximum flexibility and agency expertise in the use of the claim.				