








Carline Accolade Overview  
(Includes Spanish Translations)

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>	<a href="mailto:Permissions@edmunds.com">Permissions@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			
Ad Verbiage (Required Language)	Highest Ranked Compact Multi-Purpose Vehicle in Initial <i>Quality Vehículo 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			
Model Year	2015	2015			
Model	Soul	Soul			
Date Awarded	N/A	7/1/15			
Requirements	N/A	License required for usage. Submit final creative for approval.			
Award Image					
Methodology	The JD Power "Initial Quality Study" measures problems reported by consumers during the first, critical 90 days of new car ownership.	AutoPacific VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicle. AutoPacific VSAs are the industry benchmark for objectively measuring how satisfied an owner is with their new vehicle. Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase.			
Legal Disclaimer	The Kia Soul received the lowest number of problems per 100 vehicles among compact multi-purpose vehicles in the proprietary J.D. Power 2015 Initial Quality StudySM. Study based on responses from 84,367 new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2015. Your experiences may vary. Visit <a href="http://jdpower.com">jdpower.com</a> .	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>			
Contact Info	Jennifer Smith, 805-418-8344, <a href="mailto:permissions@jdp.com">permissions@jdp.com</a>	Tustin: <a href="mailto:dan.hall@autopacific.com">dan.hall@autopacific.com</a> 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO			
Duration	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 clearly in the creative, but can be used in subsequent years.			
Notes		Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at <a href="mailto:deborah.grieb@autopacific.com">deborah.grieb@autopacific.com</a> (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with 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	The 2016 Kia Soul was named Best Compact Car for Families by U.S. News & World Report  El Kia Soul 2016 fue nombrado Mejor Carro Compacto para Familias por U.S. News & World Report	The 2016 Kia Soul was named Best Hatchback for Families by U.S. News & World Report  El Kia Soul 2016 fue nombrado Mejor Hatchback para Familias por U.S. News & World Report	
<b>Model Year</b>	2016	2016	2016	2016	
<b>Model</b>	Soul	Soul	Soul	Soul	
<b>Date Awarded</b>	N/A	12/10/15	3/9/16	3/9/16	
<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	
<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.	The award methodology combines professional automotive reviews, safety and reliability ratings, seating and cargo volume, and the availability of family-friendly features. Within each of the 21 automotive categories, the vehicle with the highest composite score is named the Best Car for Families in that category.	The award methodology combines professional automotive reviews, safety and reliability ratings, seating and cargo volume, and the availability of family-friendly features. Within each of the 21 automotive categories, the vehicle with the highest composite score is named the Best Car for Families in that category.	
<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	Copyright 2016 © U.S. News Rankings & Reviews	Copyright 2016 © U.S. News Rankings & Reviews	
<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>	Michael MickKibben <a href="mailto:MMickKibben@usnews.com">MMickKibben@usnews.com</a>	Michael MickKibben <a href="mailto:MMickKibben@usnews.com">MMickKibben@usnews.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	03/15/17	03/15/17	
<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.	The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 12 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.	The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 12 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.	

2015



Organization					
Ad Verbiage (Required Language)					
Model Year					
Model					
Date Awarded					
Requirements					
Award Image					
Methodology					
Legal Disclaimer					
Contact Info					
Duration					
Notes					

2016




Organization					
Ad Verbiage (Required Language)					
Model Year					
Model					
Date Awarded					
Requirements					
Award Image					
Methodology					
Legal Disclaimer					
Contact Info					
Duration					
Notes					

2015

FORTE




Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Forte  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2015				
Model Year	2015				
Model	Forte 4DR FWD				
Date Awarded	12/20/13				
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 ( <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).				
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>				

2016

FORTE





Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Forte  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2016				
Model Year	2016				
Model	Forte 4DR FWD				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image	 5-Star Safety Ratings More Stars. Safer Cars. Crash safety rating				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).  Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).				
Contact Info	Mike Joyce mike.joyce@dot.gov				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <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				
Ad Verbiage (Required Language)	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				
Model Year	2015	2015				
Model	Optima	Soul				
Date Awarded	N/A					
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 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.				
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 '2015' IIHS Top Safety Pick is required to be a part of the claim.				

2016


OPTIMA



Organization	Kelley Blue Book	Kelley Blue Book			
Ad Verbiage (Required Language)	2016 Kia Optima is a Kelley Blue Book's KBB.com Best Buy Award Winner  El Kia Optima 2016 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book	2016 KIA Optima was named a Best Family Car by Kelley Blue Book's KBB.com  El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2016		
Model Year	2016	2016	2016		
Model	Optima	Optima	Optima		
Date Awarded	12/2015	2/4/16	2/26/16		
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Follow NHTSA guidelines (link in Notes section below)		
Award Image					
Methodology	N/A	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.		
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.  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.	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.	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).		
Contact Info	Joanna Pinkham Brenna Robinson <a href="mailto:jpinkham@kbb.com">jpinkham@kbb.com</a> <a href="mailto:berobinson@kbb.com">berobinson@kbb.com</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>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>		
Duration	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as Model and Model Year are stated with the respective claim		
Notes			The Insurance Institute for Highway Safety has not rated the 2016 Optima.		

2015


**OPTIMA**  
 HYBRID


Organization	NHTSA				
Ad Verbiage (Required Language)	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				
Model Year	2015				
Model	2015 Kia Optima Hybrid 4 DR FWD				
Date Awarded	11/2014				
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> ).  Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA).				
Contact Info	Mike Joyce <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>				

2016

**OPTIMA**  
**HYBRID**




Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Hybrid  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2016				
Model Year	2016				
Model	2016 Kia Optima Hybrid 4 DR FWD				
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> ).  Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA).				
Contact Info	Mike Joyce <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>				

2015

CADENZA



Organization	AutoPacific			
Ad Verbiage (Required Language)	<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>			
Model Year	2015			
Model	Cadenza			
Date Awarded	7/1/15			
Requirements	License required for usage. Submit final creative for approval.			
Award Image				
Methodology	<p>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.</p>			
Legal Disclaimer	@ 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>			
Contact Info	Tustin: dan.hall@autopacific.com 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO			
Duration	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.			
Notes	<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

**CADENZA**

[illegible]

2015

K900



Organization	Road & Travel Magazine	U.S. News	AutoPacific	AutoPacific	
Ad Verbiage (Required Language)	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	
Model Year	2015	2015	2015	2015	
Model	K900	K900	K900	K900	
Date Awarded	11/20/14	3/30/15	7/1/15	7/1/15	
Requirements	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.	
Award Image					
Methodology	In 1996, the ICOTY Awards pioneered the 'emotional connection' (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.	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.	
Legal Disclaimer	N/A	N/A	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award Insert Segment Name	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award Insert Segment Name	
Contact Info	Courtney Caldwell roadandtravel@gmail.com	Michael McKibben 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	
Duration	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.	
Notes	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 International 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 such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution.	Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at deborah.grieb@autopacific.com (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution.	

2016

# K 900

[illegible]



# 2015

# RIO

[illegible]

# 2016



# RIO

[illegible]

2015

SPORTAGE




Organization	NHTSA	AutoPacific			
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sportage AWD  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2015	AutoPacific Best in Class Vehicle Satisfaction - Compact Crossover SUV 2015 Kia Sportage  AutoPacific Mejor en su Clase en Satisfacción con el Vehículo - SUV Compactos Crossover Kia Sportage 2015			
<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>					
<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>	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).	© 2015 AutoPacific, Inc. Vehicle Satisfaction Award <i>Insert Segment Name</i>			
<b>Contact Info</b>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Tustin: <a href="mailto:dan.hall@autopacific.com">dan.hall@autopacific.com</a> 2991 Dow Avenue (714) 838-4234 or (800) 576-AUTO			
<b>Duration</b>	May use as long as Model and Model Year are stated with the respective claim	Never. However, attribution applies to the specific model and model year for which it is awarded. Advertising and merchandising claims are to stipulate the model and model year clearly in the creative, but can be used in subsequent years.			
<b>Notes</b>	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <a href="http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines">http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</a>	Approval Process: Submit any edited materials to AutoPacific for approval in advance. Contact Deborah Grieb at <a href="mailto:deborah.grieb@autopacific.com">deborah.grieb@autopacific.com</a> (248) 219-0234 by phone and email to request review of intended materials. Approvals typically take 24 hours. AutoPacific shall approve or disapprove the edited Materials within two (2) business days of receipt. In the unlikely event that AutoPacific does not respond within such two (2) days, the edited Material shall be deemed disapproved and should be resubmitted by Client. Client shall provide AutoPacific with samples of all pre-approved and edit-approved Materials upon distribution.			

2016

SPORTAGE



Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sportage AWD  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2016				
Model Year	2016				
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> ).  Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos ( <a href="http://www.safercar.gov">www.safercar.gov</a> ) de la Administración Nacional de Seguridad del Tránsito (NHTSA).				
Contact Info	Mike Joyce <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>				

# 2015 SORENTO





Organization	NHTSA	JD Power	IIHS	
<b>Ad Verbiage (Required Language)</b>	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sorento  <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2015</i>	Highest Ranked Midsize SUV in Initial Quality  <i>Quality Vehículo Compacto Multipropósito Mejor Clasificado en Calidad Inicial</i>	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. The Kia Sorento received the lowest number of problems per 100 vehicles among midsize SUVs in the proprietary J.D. Power 2015 Initial Quality StudySM. Study based on responses from 84,367 new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2015. Your experiences may vary. Visit <a href="http://jdpower.com">jdpower.com</a> .	To qualify for 2015 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test.	
<b>Legal Disclaimer</b>	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <a href="http://www.safercar.gov">www.safercar.gov</a> ).  <i>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (<a href="http://www.safercar.gov">www.safercar.gov</a>) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</i>	N/A	N/A	
<b>Contact Info</b>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Jennifer Smith, 805-418-8344, <a href="mailto:permissions@jdp.com">permissions@jdp.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>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 <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>		Note that '2015' IIHS Top Safety Pick is required to be a part of the claim.	

2016





SORENTO



Organization	IIHS	NHTSA			
Ad Verbiage (Required Language)	2016 IIHS Top Safety Pick when equipped with optional front crash prevention <i>Mejor Elección en Seguridad del IIHS en 2016, con prevención de choque frontal, opcional</i>	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sorento <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2016</i>			
Model Year	2016	2016			
Model	Sorento	Sorento			
Date Awarded	12/10/15	N/A			
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)			
Award Image					
Methodology	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.			
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> ). <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>			
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	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <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  Kia Sedona SXL 2015: Ganador del desafío Ultimate Minivan Challenge de Cars.com	
<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 ( <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).	Submit for Approval	N/A	
<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>	Mike Joyce <a href="mailto:mike.joyce@dot.gov">mike.joyce@dot.gov</a>	Daniel Shapiro, Daniel.Shapiro@jdp.com	<a href="mailto:sean.rokisky@parsiinf.com">sean.rokisky@parsiinf.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	5/31/16	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	Kelley Blue Book		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sedona  Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2016	2016 IIHS Top Safety Pick  El Sedona 2016 fue designado Mejor Elección en Seguridad en 2016 por IIHS	2016 Kia Sedona was named a Best Family Car by Kelley Blue Book's KBB.com  El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book		
Model Year	2016	2016	2016		
Model	Sedona	Sedona	Sedona		
Date Awarded	4/5/15	12/10/15	2/4/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	All materials that include the Kelley Blue Book name and logos MUST be reviewed		
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.		
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ( <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	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.		
Contact Info	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>	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 brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.		
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: <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			
Ad Verbiage (Required Language)	Kia Ranked in the Best Global Brands 2015 <a href="#">Kia fue clasificada entre las Mejores Marcas Globales en 2015</a>			
Award Year	2015			
Model	Brand			
Date Awarded	10/9/15			
Requirements	Submit final creative for approval			
Award Image				
Methodology	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining 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.			
Legal Disclaimer	N/A			
Contact Info	Brittany Waterson brittany.waterson@interbrand.com			
Duration	May use as long as brand year is stated with the respective claim			
Notes	Interbrand's Best Global Brands 2015 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to <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>			