






Carline Accolade Overview
(Includes Spanish Translations)

2016

SOUL







Organization	NHTSA	IIHS	KBB.COM	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2016	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	2016 Kia Soul Named One of the 10 Coolest Cars Under \$18,000 By Kelley Blue Book's KBB.com El Kia Soul 2016 fue nombrado uno de los 10 Carros Más Cool de Menos de \$18,000 por KBB.COM del Kelley Blue Book	
Model Year	2016	2016	2016	
Model	Soul	Soul	Soul	
Date Awarded	N/A	12/10/15	5/24/16	
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.	The winners were hand-picked by KBB.com Editorial staff based on two critical factors -- fun-to-drive and fun-to-own. The editors freely admit that the subjective "cool factor" is the over-arching number-one criterion for a vehicle to place on this list. Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick.	
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Brenna Robinson berobinson@kbb.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov . Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.	* Submit final creative to KBB for approval. • Accolade may be stated as: 2016 [Make Model] was named one of the 10 Coolest Cars Under \$18,000 by Kelley Blue Book's KBB.com. [Make Model] was named among the 10 Coolest Cars Under \$18,000 of 2016 from Kelley Blue Book's KBB.com.[Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2016, according to Kelley Blue Book's KBB.com. Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the 10 Best accolade logo • NOTE: Make sure Kelley is spelled with an "ey" • The Web address www.kbb.com can NEVER be used without the name of the company • If a tag line or descriptor is needed, Kelley Blue Book is to be referred to as "The Trusted Resource®"	

2017

SOUL





Organization	IIHS	NHTSA	U.S. News	U.S. News
Ad Verbiage (Required Language)	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2017	The 2017 Kia Soul was named Best Compact Car for the Money by U.S. News & World Report El Kia Soul 2017 fue designado el Mejor Carro Comparto en relación a su precio por U.S. News & World Report	The 2017 Kia Soul was named Best Compact Car for Families by U.S. News & World Report El Kia Soul 2017 fue designado el Mejor Carro Compacto para Familias por U.S. News & World Report
Model Year	2017	2017	2017	2017
Model	Soul	Soul	Soul	Soul
Date Awarded	12/10/15	N/A	2/7/17	03/07/17
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				
Methodology	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The U.S. News Best Car for the Money awards highlight the cars, trucks, SUVs and minivans that give you the best of both worlds: value and an outstanding ownership experience. Each award winner has the best combination of quality and value in each their respective classes — and with the awards covering 20 different automotive categories, it's easy to find a winning car that works for you.	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 18 categories, the vehicle with the highest composite score is named the Best Car for Families in that category. This marks the 2nd year in a row Soul has won this award.
Legal Disclaimer	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	Copyright 2017 © U.S. News Rankings & Reviews	Copyright 2017 © U.S. News Rankings & Reviews
Contact Info	Laurel B. Sims lsims@iihs.org	Mike Joyce mike.joyce@dot.gov	Michael McKibben MMcKibben@usnews.com	Michael McKibben MMcKibben@usnews.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	8/7/18	9/7/18
Notes	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+G uidelines	The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 18 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.	The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 18 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.

2017

SOUL




Organization	KBB.COM	JD Power		
Ad Verbiage (Required Language)	2017 Kia Soul Named One of the 10 Coolest Cars Under \$18,000 By Kelley Blue Book's KBB.com El Kia Soul 2017 fue nombrado uno de los 10 Carros Más Cool de Menos de \$18,000 por KBB.COM del Kelley Blue Book	Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, 3 Years in a Row Vehículo Compacto Multipropósito con la Clasificación Más Alta en Calidad Inicial, 3 Años Consecutivos		
Model Year	2017	2017		
Model	Soul	Soul		
Date Awarded	5/22/17	6/22/17		
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Submit final creative for approval		
Award Image				
Methodology	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.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.		
Legal Disclaimer	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	The Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality among compact multi-purpose vehicles in the J.D. Power 2015-2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . El Kia Soul presentó el menor número de problemas por cada 100 vehículos, reflejando mejor calidad entre los vehículos compactos multipropósito en el estudio J.D. Power 2017 U.S. Initial Quality Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .		
Contact Info	Brenna Robinson berobinson@kbb.com	Shelby Block, 805.418.8809 permissions@jdp.com		
Duration	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	4/30/18		
Notes	<ul style="list-style-type: none"> • Submit final creative to KBB for approval. • Accolade may be stated as: 2017 [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 2017 from Kelley Blue Book's KBB.com. [Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2017, according to Kelley Blue Book's KBB.com. Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the 10 Best accolade logo • NOTE: Make sure Kelley is spelled with an "ey" • The Web address www.kbb.com can NEVER be used without the name of the company • If a tag line or descriptor is needed, Kelley Blue Book is to be referred to as "The Trusted Resource®" 	For J.D. Power award Information, visit JDPower.com		

2018

SOUL



Organization	NHTSA			U.S. News
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2018			
Model Year	2018			
Model	Soul			
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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2016



no Awards available at this time				

2017




Organization	KBB.COM			
Ad Verbiage (Required Language)	<p>2017 Soul EV was named a 5 Best Electric Cars Under \$40,000 by Kelley Blue Book's KBB.com</p> <p>El Soul EV 2017 fue designado uno de los 5 Mejores Carros Eléctricos de Menos de \$40,000 por KBB.com, del Kelley Blue Book</p>			
Model Year	2017			
Model	Soul EV			
Date Awarded	4/14/17			
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed			
Award Image				
Methodology	<p>The 2017 model year brought with it two new all-electric vehicles with starting sticker prices under \$40,000, and they proceeded to finish first and second on this list. Keep in mind all of these vehicles are eligible for a \$7,500 federal tax credit -- in addition to potential state and local incentives -- bringing the net price for each of them to below \$30,000.</p>			
Legal Disclaimer	<p>For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.</p> <p>Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.</p>			
Contact Info	<p>Michelle Behar michelle.bekar@kbb.com</p>			
Duration	<p>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.</p>			
Notes				

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				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.			
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2017

FORTE




Organization	NHTSA	JD Power	IIHS	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Forte Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2017	Highest Ranked Compact Car in Initial Quality Carro Compacto con la Clasificación Más Alta en Calidad Inicial	The 2017 Kia Forte is an IIHS Top Safety Pick Plus when equipped with optional front crash prevention and LED headlights (vehicles built after March 2017). El Kia Forte 2017 fue designado una Mejor Elección en Seguridad Plus del IIHS cuando está equipado con tecnología de prevención de choques frontales y luces delanteras LED opcionales (vehículos ensamblados después de marzo de 2017).	
Model Year	2017	2017	2017	
Model	Forte 4DR FWD	Forte	Forte	
Date Awarded	7/5/16	6/22/17	7/18/17	
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.	To earn the 2017 TOP SAFETY PICK+ award, a vehicle must have good ratings in all five crashworthiness tests, an available front crash prevention system with an advanced or superior rating, and headlights that earn an acceptable or good rating.	
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	The Kia Forte received the lowest number of problems per 100 vehicles reflecting higher quality among compact cars in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . El Kia Forte presentó el menor número de problemas por cada 100 vehículos, reflejando mejor calidad entre los carros compactos en el estudio J.D. Power 2017 U.S. Initial Quality Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .	N/A	
Contact Info	Mike Joyce mike.joyce@dot.gov	Shelby Block, 805.418.8809 permissions@jdp.com	Laurel B. Sims lsims@iihs.org	
Duration	May use as long as Model and Model Year are stated with the respective claim	4/30/18	May use as long as Model and Model Year are stated with the respective claim	
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+G+uidelines			

2018





FORTE



Organization	NHTSA			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Forte Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Forte 2018			
Model Year	2018			
Model	Forte 4DR 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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			




2016 OPTIMA



Organization	KBB.COM	KBB.COM	NHTSA	Edmunds.com
Ad Verbiage (Required Language)	2016 Kia Optima is a Kelley Blue Book's KBB.com Best Buy Award Winner El Kia Optima 2016 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book	2016 KIA Optima was named a Best Family Car by Kelley Blue Book's KBB.com El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2016	One of Edmunds.com's "10 Best Cars for Teen Drivers" (June 2016) Uno de los "10 Mejores Carros para Conductores Jóvenes" para Edmunds.com (Junio 2016)
Model Year	2016	2016	2016	2016
Model	Optima	Optima	Optima	Optima
Date Awarded	12/1/15	2/4/16	2/26/16	6/20/16
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval
Award Image				
Methodology	N/A	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	We selected 10 midsize sedans from the 2016 model year that first and foremost meet stringent safety standards and have listed them alphabetically by make and model below. All have earned five-star safety ratings from the National Highway Traffic Safety Administration (NHTSA). Some also have earned the IIHS's Top Safety Pick+ rating. In addition to those distinctions, we looked at cars that offer additional safety measures, such as features that can reduce distractions posed by the car's entertainment features. Some cars also let parents place speed and infotainment restrictions on teens as they drive.
Legal Disclaimer	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A
Contact Info	Brenna Robinson berobinson@kbb.com	Brenna Robinson berobinson@kbb.com	Mike Joyce mike.joyce@dot.gov	permissions@edmunds.com
Duration	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim.
Notes			Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	You may use the above accolade until the Kia Optima is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2016") in the accolades.


2017 OPTIMA



Organization	NHTSA	IIHS	KBB.COM	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2017	The 2017 Kia Optima is an IIHS Top Safety Pick Plus when equipped with optional front crash prevention and LED headlights (vehicles built after March 2017). El Kia Optima 2017 fue designado una Mejor Elección en Seguridad Plus del IIHS cuando está equipado con tecnología de prevención de choques frontales y luces delanteras LED opcionales (vehículos ensamblados después de marzo de 2017).	2017 Kia Optima was named a 10 Most Awarded Cars of 2017 from Kelley Blue Book's KBB.com El Kia Optima 2017 fue designado uno de 10 Autos Más Premiados de 2017 por KBB.com del Kelley Blue Book	
Model Year	2017	2017	2017	
Model	Optima	Optima	Optima	
Date Awarded	2/26/16	5/31/17	7/26/17	
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.	our annual awards and 10 Best lists ... celebrate the best of the best, highlighting the 10 cars and SUVs we awarded and recognized most often in 2017.	
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Michelle Behar Michelle.Behar@coxautoinc.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	
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2018 OPTIMA



Organization	NHTSA			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2018			
Model Year	2018			
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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2016

OPTIMA
HYBRID


Organization	NHTSA	IIHS		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Optima Hybrid Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2016	2016 Kia Optima Hybrid earns TOP SAFETY PICK+ award when equipped with optional front crash prevention El Kia Optima Hybrid 2016 fue nombrado TSP+ en 2016 por el IIHS cuando está equipado con prevención de choque frontal opcional		
Model Year	2016	2016		
Model	2016 Kia Optima Hybrid 4 DR FWD	2016 Kia Optima Hybrid 4 DR FWD		
Date Awarded	N/A	3/24/16		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as a basic rating for front crash prevention.		
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org		
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim		
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.		

2017

OPTIMA

HYBRID






Organization	NHTSA	IIHS	KBB.COM	KBB.COM
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Optima Hybrid Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2017	2017 Kia Optima Hybrid earns TOP SAFETY PICK+ award when equipped with optional front crash prevention El Kia Optima Hybrid 2017 fue nombrado TSP+ en 2016 por el IIHS cuando está equipado con prevención de choque frontal opcional	2017 Optima Hybrid was named a 5 Best Plug-in Hybrid Cars Under \$40,000 by Kelley Blue Book's KBB.com El Optima Hybrid 2017 fue designado uno de los 5 Mejores Carros Híbridos Recargables de Menos de \$40,000 por KBB.com, del Kelley Blue Book	2017 Optima Hybrid was named a 10 Best Hybrid Cars Under \$40,000 by Kelley Blue Book's KBB.com El Optima Hybrid 2017 fue designado uno de los 10 Mejores Carros Híbridos de Menos de \$40,000 por KBB.com, del Kelley Blue Book
Model Year	2017	2017	2017	2017
Model	2016 Kia Optima Hybrid 4 DR FWD	2016 Kia Optima Hybrid 4 DR FWD	2017 Kia Optima PHEV	2017 Kia Optima Hybrid
Date Awarded	N/A	3/24/16	4/14/17	04/14/17
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	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.	With a plug-in hybrid you can drive 20 miles every day and never have to fill up with gas. But unlike an all-electric car, a plug-in hybrid can also hop from gas station to gas station on a cross-country road trip if the need arises. The following five standouts run the gamut from reliable, affordable Best Buy Award winner to Euro-performance wagon, and all of them are available for less than \$40,000 even before factoring applicable tax credits.	Today's hybrid vehicles aren't just more efficient than ever, they're also better equipped and more enjoyable to drive. This year's list of standout hybrids presents a wide range of options including several midsize sedans, a pair of SUVs and three entries rated to return 50 mpg or better.
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Michelle Behar michelle.bekar@kbb.com	Michelle Behar michelle.bekar@kbb.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.		

2016 CADENZA

[illegible]

2017 CADENZA



Organization	U.S. News	IIHS	JD Power	
Ad Verbiage (Required Language)	The 2017 Kia Cadenza was named Best Large Car for Families by U.S. News & World Report El Kia Cadenza 2017 fue designado el Mejor Carro Grande para Familias por U.S. News & World Report	2017 Kia Cadenza earns TOP SAFETY PICK+ award when equipped with optional front crash prevention and specific headlights El Kia Cadenza 2017 recibió el premio MEJOR ELECCIÓN EN SEGURIDAD+, cuando está equipado con Prevención de Choque Delantero y luces delanteras específicas	Highest Ranked Large Car in Initial Quality Carro Grande con la Clasificación Más Alta en Calidad Inicial	
Model Year	2017	2017	2017	
Model	Cadenza	Cadenza	Cadenza	
Date Awarded	3/7/17	4/25/17	6/22/17	
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	
Award Image				
Methodology	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 18 categories, the vehicle with the highest composite score is named the Best Car for Families in that category.	To earn the 2017 TOP SAFETY PICK+ award, a vehicle must have good ratings in all five crashworthiness tests, an available front crash prevention system with an advanced or superior rating, and headlights that earn an acceptable or good rating.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.	
Legal Disclaimer	Copyright 2017 © U.S. News Rankings & Reviews	N/A	The Kia Cadenza received the lowest number of problems per 100 vehicles reflecting higher quality among large cars in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . El Kia Cadenza presentó el menor número de problemas por cada 100 vehículos, reflejando mejor calidad entre los carros grandes en el estudio J.D. Power 2017 U.S. Initial Quality Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .	
Contact Info	Michael McKibben MMcKibben@usnews.com	Laurel B. Sims lsims@iihs.org	Shelby Block, 805.418.8809 permissions@jdpower.com	
Duration	09/07/18	May use as long as Model and Model Year are stated with the respective claim	04/30/18	
Notes	The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 18 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.		For J.D. Power award Information, visit JDPower.com	

2016 K900

[illegible]

2017 K900

[illegible]

2016 RIO


[illegible]

2017 RIO

[illegible]

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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			




2017 SPORTAGE



Organization	NHTSA	KBB.COM	IIHS	Edmunds.com
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2017	2017 Kia Sportage is a Kelley Blue Book's KBB.com Best Buy Award Winner El Kia Sportage 2017 ganó el premio a la Mejor Compra de KBB.com del Kelley Blue Book	2017 Sportage earns TOP SAFETY PICK award when equipped with optional front crash prevention El Sportage 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional	One of Edmunds 12 Best Small All-Wheel-Drive SUVs under \$35,000 (January 2017) Uno de los 12 Mejores SUV con Tracción en Todas la Ruedas de Menos de \$35,000 de Edmunds (Enero de 2017)
Model Year	2016	2017	2017	2017
Model	Sportage AWD	Sportage	Sportage	Sportage
Date Awarded	N/A	11/15/16	12/8/16	1/29/17
Requirements	Follow NHTSA guidelines (link in Notes section below)	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Submit final creative for approval	Submit final creative for approval
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	We study what you'll pay for your new car, truck, van or SUV at the outset, what it'll cost to run, and how much of your initial investment you can expect to get back when you sell it. Kelley Blue Book runs these numbers for virtually every vehicle on the road, and nobody has more experience...Drawing from decades of expertise, it takes our editors 365 days of driving everything out there and six weeks of intense back-to-back testing to crown the Kelley Blue Book Best Buy Award Winners.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	Here are a dozen small, compact and subcompact AWD SUVs that rate highly with us. All have a starting manufacturer's suggested retail price of less than \$35,000 (before destination charges), and some are well below that figure. Additionally, each has an EPA-rated combined fuel economy of 23 to 29 mpg, which can hold down ownership costs and benefit the environment as well. We've listed the cars alphabetically and numbered them for convenience, not for rank.
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	N/A	N/A
Contact Info	Mike Joyce mike.joyce@dot.gov	Brenna Robinson berobinson@kbb.com	Laurel B. Sims lsims@iihs.org	permissions@edmunds.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim.
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			You may use the above accolade until the Kia Sportage is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2017") in the accolades.


2017 SPORTAGE



Organization	KBB.COM	AutoTrader	KBB.COM	
Ad Verbiage (Required Language)	2017 Kia Sportage was named a Best Family Car of 2017 from Kelley Blue Book's KBB.com El KIA Sportage 2017 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	Kia Sportage Named a 2017 Must Test Drive Vehicle by Autotrader El Kia Sportage fue elegido uno de Los 12 Vehículos que Tienes que Probar en 2017 por Autotrader	2017 Kia Sportage was named a 10 Most Awarded Cars of 2017 from Kelley Blue Book's KBB.com El Kia Sportage 2017 fue designado uno de 10 Autos Más Premiadados de 2017 por KBB.com del Kelley Blue Book	
Model Year	2017	2017	2017	
Model	Sportage	Sportage	Sportage	
Date Awarded	2/14/17	3/24/17	7/26/17	
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	All materials that include the Autotrader name and logos MUST be reviewed and approved by Autotrader	All materials that include the Kelley Blue Book name and logos MUST be reviewed	
Award Image				
Methodology	For this year's Best Family Cars we compiled a list of last year's winners and the best of the new and redesigned 2017 models and brought them all together for a back-to-back testing regimen. Ten editors spent two weeks driving, poking, prodding and researching all these vehicles. Our group includes several parents claiming a total of eleven children spanning a full range of ages including an adorable toddler, elementary, middle, high school and college students, and even a couple who've made it out into the real world.	Each model on our list must be available for \$75,000 or less, for example -- and each vehicle needed to be available for our editorial and data team staff members in our Atlanta offices no later than March 8, 2017. We also limited our list to cars the general public can actually buy today. More importantly, however, we decided that each of our "Must Test Drive" vehicles should offer some unexpected benefit or feature that would change the way you think of the car or brand in question -- rather than just the same items you can get in every competitor. It was also important that each vehicle presented a good value, earning an average score of 3.5 or higher on our 5-point assessment scale.	our annual awards and 10 Best lists ... celebrate the best of the best, highlighting the 10 cars and SUVs we awarded and recognized most often in 2017.	
Legal Disclaimer	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	From 12 Must Test Drive Vehicles for 2017 on Autotrader. Autotrader is a registered trademark and used with permission. De "Los 12 Vehículos que Tienes que Probar en 2017", publicado por Autotrader. Autotrader es una marca comercial registrada y es usada con autorización	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Brenna Robinson berobinson@kbb.com	Nichole Mrasek Nichole.Mrasek@coxautoinc.com	Michelle Behar Michelle.Behar@coxautoinc.com	
Duration	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	
Notes				

2018 SPORTAGE



Organization	NHTSA			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2018			
Model Year	2018			
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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2016 SORENTO



Organization	NHTSA	IIHS		
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sorento Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2016	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional		
Model Year	2016	2016		
Model	Sorento	Sorento		
Date Awarded	N/A	12/10/15		
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval		
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in 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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A		
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org		
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim		
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.		


2017 SORENTO



Organization	NHTSA	IIHS	U.S News	JD Power
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sorento Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2017	2017 Kia Sorento earns TOP SAFETY PICK award when equipped with optional front crash prevention El Kia Sorento 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional	The 2017 Kia Sorento was named Best 3-Row SUV for the Money by U.S. News & World Report El Kia Sorento 2017 fue designado el Mejor SUV de 3 Filas de Asientos en Relación a su Precio por U.S. News & World Report	Highest Ranked Midsize SUV in Initial Quality, 2 out of 3 Years in a Row SUV Mediano con la Clasificación Más Alta en Calidad Inicial, 2 de Cada 3 Años Consecutivos
Model Year	2017	2017	2017	2017
Model	Sorento	Sorento	Sorento	Sorento
Date Awarded	N/A	12/8/16	2/7/17	6/22/17
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	The U.S. News Best Car for the Money awards highlight the cars, trucks, SUVs and minivans that give you the best of both worlds: value and an outstanding ownership experience. Each award winner has the best combination of quality and value in each their respective classes – and with the awards covering 20 different automotive categories, it's easy to find a winning car that works for you.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	Copyright 2017 © U.S. News Rankings & Reviews	The Kia Sorento received the lowest number of problems per 100 vehicles reflecting higher quality among midsize SUVs in the J.D. Power 2015 and 2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . El Kia Sorento presentó el menor número de problemas por cada 100 vehículos, reflejando mejor calidad entre los SUV medianos en el estudio J.D. Power 2017 U.S. Initial Quality Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Michael McKibben MMcKibben@usnews.com	Shelby Block, 805.418.8809 permissions@jdp.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	08/07/18	04/30/18
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines		The license is for a period beginning on the date of signing of this Agreement by U.S. News and lasting until the earlier to occur of (i) the expiration of the term specified above in the Rights Granted section and (ii) 18 months from the date of permission written above. Licensee will remove all Licensed Content from all media at the end of such period. All creative using the Licensed Content must be provided to U.S. News for its prior approval, which may be granted or withheld in U.S. News's sole discretion.	For J.D. Power award Information, visit JDPower.com

2018 SORENTO



Organization	NHTSA			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Sorento Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2018			
Model Year	2018			
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 (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).			
Contact Info	Mike Joyce mike.joyce@dot.gov			
Duration	May use as long as Model and Model Year are stated with the respective claim			
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2016 SEDONA



Organization	NHTSA	IIHS	KBB.COM	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2016 Sedona Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2016	2016 IIHS Top Safety Pick when equipped with optional forward collision warning Mejor Elección en Seguridad del IIHS en 2016, cuando está equipado con alerta de choques frontales opcional	2016 Kia Sedona was named a Best Family Car by Kelley Blue Book's KBB.com El KIA Sedona 2016 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	
Model Year	2016	2016	2016	
Model	Sedona	Sedona	Sedona	
Date Awarded	4/5/15	12/10/15	2/4/16	
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	All materials that include the Kelley Blue Book name and logos MUST be reviewed	
Award Image				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	To qualify for 2016 TOP SAFETY PICK, a vehicle must earn good ratings in 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.	After extensive testing and evaluation, with a keen focus on safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various child safety car seats, the KBB.com expert editors recommend their choices for a diverse group of vehicles that best meet the needs of today's modern families.	
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	"For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Brenna Robinson berobinson@kbb.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Note that '2016' IIHS Top Safety Pick is required to be a part of the claim.		



2017 SEDONA



Organization	NHTSA	IIHS	KBB.COM	
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2017 Sedona Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2017	2017 Kia Sedona earns TOP SAFETY PICK award when equipped with optional front crash prevention El Kia Sedona 2017 fue nombrado TSP en 2017 por el IIHS cuando está equipado con prevención de choque frontal opcional	2017 Kia Sedona was named a Best Family Car of 2017 from Kelley Blue Book's KBB.com El KIA Sedona 2017 fue designado Mejor Carro Familiar por KBB.com del Kelley Blue Book	
Model Year	2017	2017	2017	
Model	Sedona	Sedona	Sedona	
Date Awarded	4/5/15	12/8/16	2/14/17	
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.	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	For this year's Best Family Cars we compiled a list of last year's winners and the best of the new and redesigned 2017 models and brought them all together for a back-to-back testing regimen. Ten editors spent two weeks driving, poking, prodding and researching all these vehicles. Our group includes several parents claiming a total of eleven children spanning a full range of ages including an adorable toddler, elementary, middle, high school and college students, and even a couple who've made it out into the real world.	
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	N/A	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Mike Joyce mike.joyce@dot.gov	Laurel B. Sims lsims@iihs.org	Brenna Robinson berobinson@kbb.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	
Notes	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines			

2018 SEDONA





Organization	IIHS	NHTSA		
Ad Verbiage (Required Language)	2018 Kia Sedona earns TOP SAFETY PICK award when equipped with optional front crash prevention El Kia Sedona 2017 fue nombrado TSP en 2018 por el IIHS cuando está equipado con prevención de choque frontal opcional	NHTSA Overall 5-Star Crash Safety Rating for the 2018 Sedona Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2018		
Model Year	2018	2018		
Model	Sedona	Sedona		
Date Awarded	6/14/17	N/A		
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)		
Award Image				
Methodology	For both awards, models must earn good ratings in the Institute's small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as an advanced or superior rating for front crash prevention with standard or optional autobrake. Headlights are factored in only for the top award.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.		
Legal Disclaimer	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).		
Contact Info	Laurel B. Sims lsims@iihs.org	Mike Joyce mike.joyce@dot.gov		
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim		
Notes		Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines		

2017



NIRO



Organization	KBB.COM	JD Power		
Ad Verbiage (Required Language)	2017 Kia Niro was named a 10 Best Hybrid Cars Under \$40,000 by Kelley Blue Book's KBB.com El Kia Niro 2017 fue designado uno de los 10 Mejores Carros Híbridos de Menos de \$40,000 por KBB.com, del Kelley Blue Book	Highest Ranked Small SUV in Initial Quality SUV Pequeño con la Clasificación Más Alta en Calidad Inicial		
Model Year	2017	2017		
Model	Niro	Niro		
Date Awarded	4/14/17	6/22/17		
Requirements	All materials that include the Kelley Blue Book name and logos MUST be reviewed	Submit final creative for approval		
Award Image				
Methodology	Today's hybrid vehicles aren't just more efficient than ever, they're also better equipped and more enjoyable to drive. This year's list of standout hybrids presents a wide range of options including several midsize sedans, a pair of SUVs and three entries rated to return 50 mpg or better.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.		
Legal Disclaimer	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	The Kia Niro received the lowest number of problems per 100 vehicles reflecting higher quality among small SUVs in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . El Kia Niro presentó el menor número de problemas por cada 100 vehículos, reflejando mejor calidad entre los SUV pequeños en el estudio J.D. Power 2017 U.S. Initial Quality Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .		
Contact Info	Michelle Behar michelle.bekar@kbb.com	Shelby Block, 805.418.8809 permissions@jdpa.com		
Duration	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.	04/30/18		
Notes		For J.D. Power award Information, visit JDPower.com		

BRAND



Organization	Interbrand	JD Power	KBB.COM
Ad Verbiage (Required Language)	Kia Ranked in the Best Global Brands 2015 Kia fue clasificada entre las Mejores Marcas Globales en 2015	Kia is the highest ranked brand in initial quality for the second consecutive year and has received more awards than any other brand in the J.D. Power 2017 U.S. Initial Quality Study. Kia es la marca con más alta clasificación en calidad inicial de J.D. Power por segundo año consecutivo, y ha recibido más premios que cualquier otra marca en el estudio J.D. Power 2017 U.S. Initial Quality Study.	Kia Motors is one of the 10 Most Awarded Brands of 2017, according to Kelley Blue Book's KBB.com Kia Motors una de las 10 Marcas Más Premiadas de 2017, de acuerdo con KBB.com del Kelley Blue Book
Model Year	2015	2017	2017
Model	Brand	Brand	Brand
Date Awarded	10/9/15	6/22/17	7/26/17
Requirements	Submit final creative for approval	Submit final creative for approval	All materials that include the Kelley Blue Book name and logos MUST be reviewed
Award Image		N/A	
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.	The Initial Quality Study (IQS) examines issues experienced within the first 90 days of new-vehicle ownership. This study measures car quality by analyzing problems reported in the mechanical quality and design of areas such as powertrain, body and interior, and features and accessories.	Some automotive brands receive awards not just for one model, but for several cars, trucks and SUVs throughout the lineup. In many cases, the winning combination includes reliability, resale value, innovation, comfort, capability and fun.
Legal Disclaimer	N/A	The Kia Cadenza, Kia Forte, Kia Niro, Kia Sorento, and Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality in their respective segments in the J.D. Power 2017 U.S. Initial Quality (IQS) Study, based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars . Los Kia Cadenza, Kia Forte, Kia Niro, Kia Sorento y Kia Soul presentaron el menor número de problemas por cada 100 vehículos, reflejando mejor calidad en sus respectivos segmentos en el estudio J.D. Power 2017 U.S. Initial Quality (IQS) Study, basado en un total de 77,419 respuestas, que evaluaron 189 modelos, y considera las opiniones de propietarios de vehículos nuevos modelo 2017 después de 90 días de ser propietarios, encuestados entre febrero y mayo de 2017. Tus experiencias pueden variar. Visita jdpower.com/cars .	For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita KBB.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.
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Duration	May use as long as brand year is stated with the respective claim	04/30/18	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	Interbrand's Best Global Brands 2015 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to www.bestglobalbrands.com for more information. The badge is only for the use of brands on the Interbrand Best Global Brands 2014 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2014 website: www.bestglobalbrands.com	For J.D. Power award Information, visit JDPower.com	