




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

2013

RIO






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

2013

SOUL



Organization	Insurance Institute for Highway Safety	NHTSA	Kelley Blue Book	
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick El Soul 2013 fue designado Mejor Elección en Seguridad en 2013 por IIHS	NHTSA 5-Star Side-Impact Crash Rating Calificación de 5 Estrellas en Seguridad en Impactos Laterales de NHTSA	KBB.com named the 2013 Soul one of the Coolest New Cars Under \$18,000 KBB.com designó al Soul 2013 como uno de los Autos Nuevos Más 'Cool' de Menos de \$18,000	
Model Year	2013	2013	2013	
Model	Soul	Soul	Soul	
Date Awarded	12/5/12	N/A	6/20/13	
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	
Award Image				
Methodology	Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The winners were hand-picked by KBB.com Editorial staff based on two critical factors – fun-to-drive and fun-to-own. Each model also falls under the required price point based on Kelley Blue Book's Fair Purchase Price.	
Legal Disclaimer	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	
Contact Info	Eric Williams ewilliams@ihs.org Shelley Shelton sshelton@ihs.org	Mike Joyce mike.joyce@dot.gov	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	
Notes	Please be sure to CC: Mike Fagin Note that '2013' IIHS Top Safety Pick is required to be a part of the claim	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	Please note that we need to send Joanna copies of all creative executions for approval. Accolade may be used in all media as long as we abide by the KBB guidelines and send to Joanna for approval prior.	

2014

soul




Organization	Edmunds.com	Active Lifestyle Vehicle of the Year	ALG	NHTSA	Kelley Blue Book
Ad Verbiage (Required Language)	A Top 10 Best Car for Short Drivers - Edmunds.com Uno de los 10 Mejores Vehículos para Conductores Bajitos - Edmunds.com	2014 Soul Named Active Lifestyle Vehicle of the Year in the Urban Segment El Soul 2014 fue designado Vehículo del Año para Personas con Estilo de Vida Activa en el Segmento Urbano	Kia Soul has a higher residual value than any other vehicle in the SUV segment according to ALG El Kia Soul tiene un valor residual más alto que cualquier otro vehículo en el segmento de SUV, de acuerdo con ALG	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Soul Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Soul 2014	2014 10 COOLEST CARS UNDER \$18,000 Uno de los 10 autos Más Cool de Menos de \$18,000 en 2014
Model Year	2014	2014	2014	2014	2014
Model	Soul	Soul	Soul	Soul FWD	Soul
Date Awarded	8/13/13	10/22/13	11/18/13	12/20/13	6/27/14
Requirements	Submit final creative for approval	Submit final creative for approval	Usage license executed. Submit final creative for approval.	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval
Award Image	Not required. Usage requires executing logo license agreement.	N/A			
Methodology	Key features to help overcome comfort and visibility issues for short drivers: Height-adjustable driver seat, common. Telescoping steering column, fairly common. Power-adjustable pedals, uncommon.	The Active Lifestyle Vehicle of the Year program recognizes vehicles which best meet the needs of buyers with active lifestyles through its awards, and gives the automakers opportunities to interact with elite and area athletes at an annual ride-and-drive program.	The Residual Value Awards are based on the entire model year forecast of products from the November/December prior year's edition. Economic forecast variables are held constant. Vehicle segmentation is based ALG's proprietary automotive segmentation scheme, which takes into account information such as vehicle size, transaction price and cross-shop information. No strict dimension or pricing guidelines determine each segment. Distinctive performance variants can be separated as unique models. Key factors remain endogenous vehicle depreciation and seasonality while economic forecast variables are based on the latest available edition.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The winners were hand-picked by KBB.com Editorial staff based on two critical factors -- fun-to-drive and fun-to-own. The editors freely admit that the subjective "cool factor" is the over-arching number-one criterion for a vehicle to place on this list. Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick.
Legal Disclaimer	N/A	N/A	ALG is the industry benchmark for residual values and depreciation data. www.alg.com . ALG es el estándar de comparación en la industria para información de valores residuales y depreciación. www.alg.com .	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	For more information, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Para más información, visita www.kbb.com . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.
Contact Info	Carolyn Hoff choff@edmunds.com	Adriana Macedonio Adriana.macedonio@dng.com	Randy Lioz rlioz@alg.com	Mike Joyce mike.joyce@dot.gov	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com
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.	Expires 10/31/2014	May use as long as Model and Model Year are stated with the respective claim	May use as long as brand year is stated with the respective claim. If year us not listed in logo, it must be stated in VO.
Notes	You may use the above accolade until the Kia Soul is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.		This license covers all media types and at all advertising tiers globally, with the exception of Canada. For usage after expiration dates, please contact marketing@alg.com for details.	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	* Submit final creative to KBB for approval. * Accolade may be stated as: 2014 [Make Model] was named one of the 10 Coolest Cars Under \$18,000 by Kelley Blue Book's KBB.com. [Make Model] was named among the 10 Coolest Cars Under \$18,000 of 2014 from Kelley Blue Book's KBB.com. [Make Model] is one of the 10 Coolest Cars Under \$18,000 of 2014, according to Kelley Blue Book's KBB.com. Authorized Users shall refer to Kelley Blue Book as: "Kelley Blue Book's KBB.com" and use in conjunction with the 10 Coolest Cars Under \$18,000 accolade logo * NOTE: Make sure Kelley is spelled with an "ey" * The Web address www.kbb.com can NEVER be used without the name of the company * If a tag line or descriptor is needed, Kelley Blue Book is to be referred to as "The Trusted Resource®".

2014

SOUL



Organization	Strategic Vision				
Ad Verbiage (Required Language)	Leader (or Led) in Strategic Vision's 2014 Total Quality Award™ For Best Small Multi-Function Car Líder (o fue líder) del premio Total Quality Award™ de Strategic Vision de 2014, como el Mejor Auto Pequeño Multifuncional				
Model Year	2014				
Model	Soul				
Date Awarded	7/25/14				
Requirements	Submit final creative for approval				
Award Image					
Methodology	STRATEGIC VISION has developed and administered a survey of new vehicle owners entitled the "2014 New Vehicle Experience Study" ("Vehicle Study", "Study", NVES).				
Legal Disclaimer	Strategic Vision's 2014 New Vehicle Experience Study™ surveyed 38,361 Oct.- Dec. new vehicle buyers after the first 90 days of ownership. Kia Soul tied for leadership with another vehicle in Small Multi-Function Car Segment. El estudio New Vehicle Experience Study™ de Strategic Vision de 2014 encuestó a 38,361 compradores de vehículos nuevos entre octubre y diciembre, después de 90 días de ser propietarios. El Kia Soul empató en el liderazgo con otro vehículo en el Segmento Auto Pequeño Multifuncional.				
Contact Info	Christopher Chaney chris.chaney@strategicvision.com				
Duration	Begins: 7/3/2014 Ends:7/3/2015				
Notes	The claim verbiage listed above is a guideline only. Additional and/or reworded versions or uses of the claim are to be submitted and approved on a case-by-case basis so that the LICENSEE is afforded maximum flexibility and agency expertise in the use of the claim.				

2015

SOUL



Organization	NHTSA	IIHS			
Ad Verbiage (Required Language)	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			
Model Year	2015	2015			
Model	Soul	Soul			
Date Awarded	N/A	9/16/14			
Requirements	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval			
Award Image	 Crash safety rating	 2014 IIHS TOP SAFETY PICK			
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 2014 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test.			
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	Eric Williams Shelley Shelton ewilliams@iihs.org sshelton@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 '2014' IIHS Top Safety Pick is required to be a part of the claim.			

2014 FORTE



Organization	US EPA	IIHS	Cars.com	Cars.com	Edmunds.com
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark Certificación SmartWay de la EPA de Estados Unidos	2014 Forte Named a 2013 IIHS Top Safety Pick El Forte 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS	2014 Forte Sedan Named Winner of the Cars.com/USA Today/MotorWeek Compact Sedan Challenge El Forte Sedán 2014 fue el ganador del Reto al Sedán Compacto Cars.com/USA Today/MotorWeek Compact Sedan Challenge	2014 Kia Forte Named Best New Compact Sedan By Cars.com El Kia Forte 2014 fue designado Mejor Sedán Compacto Nuevo por Cars.com	A Top 10 Least Expensive Coupe For 2014 - Edmunds.com Uno de los 10 Cupé Más Económicos en 2014 – Edmunds.com
Model Year	2014	2014	2014	2014	2014
Model	Forte	Forte Sedan	Forte Sedan	Forte Sedan	Forte Koup
Date Awarded	9/13/13	9/1/13	11/11/13	12/13/13	1/30/14
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image					Not required. Usage requires executing logo license agreement.
Methodology	SmartWay is given to vehicles that get a combined rating ≥ 13 with a minimum GHG rating = 7, minimum smog rating = 6.	Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	The Forte won the Challenge with its good looks and mix of features. Scores were based on interior quality, comfort, tech/entertainment, visibility, handling, ride, acceleration, noise, and overall worth.	Cars.com editors picked six cars to compete for the annual award, and the Forte topped its segment with its style, performance and value. The Forte stood out in its category for offering a wide variety of features and options, edgy styling and a comfortable ride.	Best suited for single drivers and couples...these cars make up for their limited passenger capacity by being gorgeous to look at and enjoyable to drive. The 10 models [selected] are the least expensive coupes for 2014.
Legal Disclaimer	N/A	N/A	N/A	N/A	N/A
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov	Eric Williams ewilliams@iihs.org Shelley Shelton sshelton@iihs.org	Ethan Hertzberg ehertzberg@cars.com	Ethan Hertzberg ehertzberg@cars.com	Carolyn Hoff choff@edmunds.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim.
Notes	SmartWay Mark given when certified to the California emissions standard (LEV system)	Please be sure to CC: Eric Williams, ewilliams@iihs.org Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.			You may use the above accolade until the Kia Forte Koup is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.

2015 FORTE



Organization	NHTSA				
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 (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				

2013 OPTIMA



Organization	Insurance Institute for Highway Safety	US EPA	NHTSA	Road & Travel Magazine	Cars.com
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick+ El Optima 2013 fue designado Mejor Elección en Seguridad Plus en 2013 por IIHS	US EPA SmartWay Certification Mark Certificación SmartWay de la EPA de Estados Unidos	NHTSA Overall 5-Star Crash Safety Rating Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2013	2013 Kia Optima Named 2013 International Car of the Year Award El Kia Optima 2013 Recibió el Premio al Auto Internacional del Año 2013	Cars.com named the 2013 Kia Optima the Most Affordable Midsize Sedan Cars.com designó al Kia Optima 2013 el Sedán Mediano Más Asequible
Model Year	2013	2013	2013	2013	2013
Model	Optima	Optima	Optima	Optima	Optima
Date Awarded	12/5/12	8/13/12	N/A	1/18/13	7/30/13
Requirements	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	License paid by KMC. Submit final creative for approval	Submit final creative for approval.
Award Image					
Methodology	2013 TOP SAFETY PICK+ vehicles must receive good ratings in at least 4 of 5 tests and no less than acceptable in the fifth test.	SmartWay is given to vehicles that get a combined rating ≥ 13 with a minimum GHG rating = 7; minimum smog rating = 6.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	In 1996, the ICOTY Awards pioneered the 'emotional connection' (theme) as it related to cars and consumers to help raise awareness that people have strong feelings about their vehicles throughout the purchasing process and ownership. It's not, nor has ever been, just about camshafts and chrome. It's about how cars reflect our personalities and status in life.	The Optima topped the list because of its combination of great features, low price and impressive estimated five-year fuel cost. Contenders had to be equipped with equipment like automatic transmission, cruise control, a USB connection, Bluetooth, power windows, a power driver's seat and a rearview camera.
Legal Disclaimer	N/A	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 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 name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies. 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 en todo el mundo.	N/A
Contact Info	Eric Williams ewilliams@ihs.org Shelley Shelton sshelton@ihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Mike Joyce mike.joyce@dot.gov	Courtney Caldwell roadandtravel@gmail.com	Ethan Hertzberg ehertzberg@cars.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
Notes	Please be sure to CC: Mike Fagin Note that '2013' IIHS Top Safety Pick is required to be a part of the claim	This award carried over given the scoring thresholds haven't changed from MY12 to MY13	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials.	

2013

OPTIMA
HYBRID




Organization	Insurance Institute for Highway Safety				
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick+ El Optima Hybrid 2013 fue designado Mejor Elección en Seguridad Plus en 2013 por IIHS				
Model Year	2013				
Model	Optima Hybrid				
Date Awarded	12/5/12				
Requirements	Submit final creative for approval				
Award Image					
Methodology	2013 TOP SAFETY PICK+ vehicles must receive good ratings in at least 4 of 5 tests and no less than acceptable in the fifth test.				
Legal Disclaimer	N/A				
Contact Info	Eric Williams ewilliams@iihs.org Shelley Shelton sshelton@iihs.org				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please be sure to CC: Mike Fagin Note that '2013' IIHS Top Safety Pick is required to be a part of the claim				

2014

OPTIMA

HYBRID



Organization	NHTSA	NHTSA			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima Hybrid 2014				
Model Year	2014				
Model	2013 Kia Optima Hybrid 4 DR FWD				
Date Awarded	9/19/13				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 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				

2014

OPTIMA




Organization	US EPA	NHTSA	IIHS	Edmunds.com	Strategic Vision
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark <i>Certificación SmartWay de la EPA de Estados Unidos</i>	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Optima <i>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2014</i>	2014 IIHS Top Safety Pick <i>El Optima 2014 fue designado Mejor Elección en Seguridad en 2014 por IIHS</i>	A Top 10 Least Expensive Midsize Sedan for 2014 - Edmunds.com <i>Uno de los 10 Sedán Medianos Más Económicos en 2014 – Edmunds.com</i>	Leader (or Led) in Strategic Vision's 2014 Total Quality Award™ For Best Mid-Size Car <i>Líder (o fue líder) del premio Total Quality Award™ de Strategic Vision de 2014, como el Mejor Auto Mediano</i>
Model Year	2014	2014	2014	2014	2014
Model	Optima	Optima	Optima	Optima	Optima
Date Awarded	9/13/13	9/19/13	12/19/13	1/9/14	7/25/14
Requirements	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image				Not required. Usage requires executing logo license agreement.	
Methodology	SmartWay is given to vehicles that get a combined rating ≥ 13 with a minimum GHG rating = 7; minimum smog rating = 6.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	To qualify for 2014 TOP SAFETY PICK, a vehicle must earn good ratings in the moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the small overlap front test.	Key features: Spacious, comfortable, loaded with family-friendly convenience and technology features. These sedans offer outstanding value and an affordable price, and many also feature rebates and incentives to save even more.	STRATEGIC VISION has developed and administered a survey of new vehicle owners entitled the "2014 New Vehicle Experience Study" ("Vehicle Study", "Study", NVES).
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). <i>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</i>	N/A	N/A	Strategic Vision's 2014 New Vehicle Experience Study™ surveyed 38,361 Oct.- Dec. new vehicle buyers after the first 90 days of ownership. Kia Optima tied for leadership with another vehicle in Mid-Size Car Segment. <i>El estudio New Vehicle Experience Study™ de Strategic Vision de 2014 encuestó a 38,361 compradores de vehículos nuevos entre octubre y diciembre, después de 90 días de ser propietarios. El Kia Optima empató en el liderazgo con otro vehículo en el Segmento Auto Mediano.</i>
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov	Mike Joyce mike.joyce@dot.gov	Eric Williams ewilliams@iihs.org Shelley Shelton sshelton@iihs.org	Carolyn Hoff chhoff@edmunds.com	Christopher Chaney chris.chaney@strategicvision.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 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.	Begins: 7/3/2014 Ends: 7/3/2015
Notes	SmartWay Mark given when certified to the California emissions standard (LEV system)	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCA+Advertising+Guidelines	Note that '2014' IIHS Top Safety Pick is required to be a part of the claim.	You may use the above accolade until the Kia Optima is redesigned or materially changed. However, you may not remove or change the year referenced (i.e., "2014") in the accolades.	The claim verbiage listed above is a guideline only. Additional and/or reworded versions or uses of the claim are to be submitted and approved on a case-by-case basis so that the LICENSEE is afforded maximum flexibility and agency expertise in the use of the claim.

2015

OPTIMA






Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Optima Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Optima 2015				
Model Year	2015				
Model	Optima				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (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				

2014






CADENZA



Organization	Road & Travel Magazine	IIHS	J.D. Power		
Ad Verbiage (Required Language)	2014 Kia Cadenza Wins 2014 International Car of the Year Award, <i>presented by Road & Travel Magazine</i> ® <i>El Kia Cadenza 2014 gana el Premio al Auto Internacional del Año 2014, presentado por Road & Travel Magazine</i> ®	2014 Cadenza Named a 2013 IIHS Top Safety Pick El Cadenza 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS	Highest Ranked Large Car in Initial Quality Automóvil Grande de Más Alta Clasificación en Calidad Inicial		
Model Year	2014	2014	2014		
Model	Cadenza	Cadenza	Cadenza		
Date Awarded	1/13/14	2/1/14	6/18/14		
Requirements	License required for usage. Submit final creative for approval.	Submit final creative for approval	Follow JD Power Guidelines (Guidelines document provided via email)		
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.	Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Taken from the Initial Quality Study (IQS), which looks at owner-reported problems in the first 90 days of new-vehicle ownership, this score is based on problems that have caused a complete breakdown or malfunction, or where controls or features may work as designed, but are difficult to use or understand.		
Legal Disclaimer	The name and logo of the International Car of the Year (ICOTY) award may be used in all advertising, marketing, media and PR worldwide by Kia and its agencies. El nombre y logotipo del premio Internacional Car of the Year (ICOTY) puede ser usado por Kia y sus agencias en toda la publicidad, mercadeo, medios y relaciones públicas en todo el mundo.	N/A	The Kia Cadenza received the lowest number of problems per 100 vehicles among large cars in the proprietary J.D. Power 2014 Initial Quality Study™. Study based on responses from 86,118 new-vehicle owners, measuring 239 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experiences may vary. Visit jdpower.com El Kia Cadenza recibió el menor número de problemas por cada 100 vehículos entre los vehículos grandes en el estudio patentado J.D. Power 2014 Initial Quality Study™. Estudio basado en las respuestas de 86,118 propietarios de vehículos nuevos, midiendo 239 modelos y midiendo las opiniones después de 90 días de ser propietarios. Los resultados del estudio patentado están basados en experiencias y percepciones de los propietarios entrevistados entre febrero y mayo de 2014. Sus experiencias pueden variar. Visite jdpower.com		
Contact Info	Courtney Caldwell roadandtravel@gmail.com	Eric Williams Shelley Shelton ewilliams@iihs.org sshelton@iihs.org	Primary contact: Jennifer Smith Jennifer.Smith@jdp.com Secondary contact: Dan Shapiro Daniel.shapiro@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	Effective Date: 6/18/14 Termination Date: 4/30/15		
Notes	The name or design of the ICOTY logo cannot be changed in the logo or in writing; however Kia has Road & Travel Magazine's permission to change the logo to any color or size necessary to match their marketing, advertising or promotional materials. Road & Travel Magazine® is the presenter and producer of the ICOTY awards; therefore its name or logo must be sourced with 2014 Kia Cadenza award marketing, advertising and promotions, with either the logo or in words (i.e.: <i>presented by Road & Travel Magazine</i> ®).	Please be sure to CC: Eric Williams, ewilliams@iihs.org Note that 2013' IIHS Top Safety Pick is required to be a part of the claim.	When using the artwork in advertising materials, please be sure to reference the guidelines document and run all creative through JDP for approval (Permissions@jdp.com)		


2013 SPORTAGE



Organization	Insurance Institute for Highway Safety	US EPA	NHTSA	Insure.com	The Car Book
Ad Verbiage (Required Language)	2013 IIHS Top Safety Pick El Sportage 2013 fue designado Mejor Elección en Seguridad en 2013 por IIHS	US EPA SmartWay Certification Mark Certificación SmartWay de la EPA de Estados Unidos	NHTSA Overall 5-Star Crash Safety Rating for the 2013 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2013	Kia Sportage Named Top 10 "least expensive to insure" on Insure.com Kia Sportage Designado entre los 10 "Menos Costosos para Asegurar" en Insure.com	Best Bet in The Car Book 2013 Mejor Opción en The Car Book 2013
Model Year	2013	2013	2013	2013	2013
Model	Sportage	Sportage 2WD / 4WD	Sportage AWD only	Sportage	Sportage
Date Awarded	12/5/12	8/13/12	N/A	1/17/13	2/18/13
Requirements	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval
Award Image					
Methodology	Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	SmartWay is given to vehicles that get a combined rating ≥ 13 with a minimum GHG rating = 7; minimum smog rating = 6.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	Insure.com studied average auto insurance rates for more than 750 vehicles in the 2013 model year. The 20 "least expensive vehicles to insure" earn the award.	Vehicles are rated in nine key Car Book categories: crash tests, safety features, rollover, preventative maintenance, repair costs, warranty, fuel economy, complaints, and insurance. Because safety is the most important component of our ratings, only those cars with crash test scores are considered as potential BEST BETS. Please see page 76 of The Car Book 2013 for details.
Legal Disclaimer	N/A	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 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	Based on 2013 model year vehicles in The Car Book 2013 by Jack Gillis Basado en los vehículos modelo 2013 en The Car Book 2013 por Jack Gillis
Contact Info	Eric Williams Mike Fagin ewilliams@iihs.org mfagin@iihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Mike Joyce mike.joyce@dot.gov	Amy Denise adenise@insure.com	Peter Kitchen peter@jagllis.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 Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
Notes	Please be sure to CC: Eric Williams, ewilliams@iihs.org Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.	This award carried over given the scoring thresholds haven't changed from MY12 to MY13	Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	If the award is mentioned on a website, please link to the study at http://www.insure.com/car-insurance/car-insurance-comparison.html	N/A

2013 SPORTAGE



Organization	Kelley Blue Book				
Ad Verbiage (Required Language)	<p>2013 Kia Sportage was named a Best Back-to-School Car by Kelley Blue Book's KBB.com</p> <p>El Kia Sportage 2013 fue designado como un Mejor Auto para el Regreso a la Escuela por KBB.com de Kelley Blue Book</p>				
Model Year	2013				
Model	Sportage				
Date Awarded	8/8/13				
Requirements	Submit final creative for approval				
Award Image					
Methodology	<p>The list is based on the opinions/discretion of the expert Editors of Kelley Blue Book's KBB.com. Kelley Blue Book chose the Sportage based on fuel economy, safety, style, versatility, and value. Each of the KBB.com Editors' new-car recommendations start below \$20,000, with a few even available for less than \$15,000.</p>				
Legal Disclaimer	<p>For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.</p> <p>Para más información, visita www.kbb.com. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.</p>				
Contact Info	<p>Joanna Pinkham Brenna Robinson jpinkham@kbb.com berobinson@kbb.com</p>				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	<p>Please note that we need to send Joanna copies of all creative executions for approval. Accolade may be used in all media as long as we abide by the KBB guidelines and send to Joanna for approval prior.</p>				



2014 SPORTAGE



Organization	NHTSA	J.D. Power			
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sportage AWD Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sportage AWD 2014	Highest Ranked Small SUV in Initial Quality in a Tie Multi-Year Claim: Highest Ranked Small SUV in Initial Quality in a Tie, Two Years in a Row SUV Pequeña de Más Alta Clasificación en Calidad Inicial en un Empate Afirmación Multianual: SUV Pequeña de Más Alta Clasificación en Calidad Inicial en un Empate, por Segundo Año Consecutivo			
Model Year	2014	2014			
Model	Sportage AWD	Sportage			
Date Awarded	N/A	6/18/14			
Requirements	Follow NHTSA guidelines (link in Notes section below)	Follow JD Power Guidelines (Guidelines document provided via email)			
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.	Taken from the Initial Quality Study (IQS), which looks at owner-reported problems in the first 90 days of new vehicle ownership, this score is based on problems that have caused a complete breakdown or malfunction, or where controls or features may work as designed, but are difficult to use or understand.			
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).	The Kia Sportage received the lowest number of problems per 100 vehicles among small SUVs in a tie in the proprietary J.D. Power 2014 Initial Quality Study™. Study based on responses from 86,118 new-vehicle owners, measuring 239 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experiences may vary. Visit jdpower.com . El Kia Sportage recibió el menor número de problemas por cada 100 vehículos entre los vehículos SUV pequeños en un empate en el estudio patentado J.D. Power 2014 Initial Quality Study™. Estudio basado en las respuestas de 86,118 propietarios de vehículos nuevos, midiendo 239 modelos y midiendo las opiniones después de 90 días de ser propietarios. Los resultados del estudio patentado están basados en experiencias y percepciones de los propietarios entrevistados entre febrero y mayo de 2014. Sus experiencias pueden variar. Visite jdpower.com .			
Contact Info	Mike Joyce mike.joyce@dot.gov	Primary contact: Jennifer Smith Jennifer.Smith@jdpa.com P 805.418.8344 F 805.418.8566 Secondary contact: Dan Shapiro Daniel.shapiro@jdpa.com P 805.418.8537			
Duration	May use as long as Model and Model Year are stated with the respective claim	Effective Date:6/18/14 Termination Date: 4/30/15			
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	When using the artwork in advertising materials, please be sure to reference the guidelines document and run all creative through JDP for approval (Permissions@jdpa.com)			




2015 SPORTAGE



Organization	NHTSA				
Ad Verbiage (Required Language)	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				
Model Year	2015				
Model	Sportage AWD				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image	 				
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (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				


2014 SORENTO



Organization	Kelley Blue Book	Insurance Institute for Highway Safety	NHTSA	Automotive Science Group	
Ad Verbiage (Required Language)	KBB.com named the 2014 Kia Sorento as one of the 10 Best SUVs Under \$25,000 KBB.com designó al Kia Sorento 2014 como uno de los 10 Mejores SUV de Menos de \$25,000	2014 Sorento Named a 2013 IIHS Top Safety Pick El Sorento 2014 fue designado Mejor Elección en Seguridad en 2013 por IIHS	NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sorento Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2014	2014 Kia Sorento earns "BEST 5 ALL-AROUND PERFORMANCE" honor from the Automotive Science Group El Kia Sorento 2014 es honrado entre los "5 de Mejor Desempeño General" por el Automotive Science Group	
Model Year	2014	2014	2014	2014	
Model	Sorento	Sorento	Sorento	Sorento	
Date Awarded	5/29/13	6/1/13	9/19/13	2/18/14	
Requirements	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	License agreement required	
Award Image				Yes, the use of the award logo is required, unless otherwise stipulated in the licensing agreement.	
Methodology	The list is based on the opinions/discretion of the expert Editors of Kelley Blue Book's KBB.com. Kelley Blue Book chose the Sorento based on its roomy interior cabin, refined design, premium features and compact size.	Winners of the 2013 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	BEST 5 honored models are selected using the Automotive Science Group's (ASG) data-driven automotive rating platform known as the Automotive Performance Index. The Index is founded on the scientific principles of ecological economics and calculated using scientific methods. Using a unique combination of vehicle data inputs that include conventional specifications as well as ground-breaking social, environmental and economic performance indicators, ASG assessed over 1,300 automobiles across nine categories to distinguish the BEST model year 2014 vehicles in environmental, economic, social and "all-around" performance. "BEST 5 ALL-AROUND PERFORMANCE" honored models are ASG's best in class selections for 2014. For more information, see The Methodology and The Standard accessible from www.automotivescience.com .	
Legal Disclaimer	From the 10 Best SUVs Under \$25,000 on Kelley Blue Book's www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Sacado de 10 Mejores SUV de Menos de \$25,000 en www.kbb.com de Kelley Blue Book. Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (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 (National Highway Traffic Safety Administration - NHTSA).	The 2014 Kia Sorento earns "BEST 5 ALL-AROUND PERFORMANCE" honor in the Mid-size SUV class, as determined by the Automotive Science Group (ASG). Findings derive from the 2014 Automotive Performance Index, a study by ASG. El Kia Sorento 2014 es honrado entre los "5 DE MEJOR DESEMPEÑO GENERAL" en la categoría de SUV Medianos, según lo determina el Automotive Science Group (ASG). Los resultados se obtienen del Automotive Performance Index de 2014, un estudio de ASG.	
Contact Info	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com	Eric Williams ewilliams@ihs.org Shelley Shelton sshelton@ihs.org	Mike Joyce mike.joyce@dot.gov	Colby Self cself@automotivescience.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 Model and Model Year are stated with the respective claim	Begins: 2/18/14 Ends: 24-months after 2/18/14	
Notes	Please note that we need to send Joanna copies of all creative executions for approval. Accolade may be used in all media as long as we abide by the KBB guidelines and send to Joanna for approval prior.	Please be sure to CC: Eric Williams, ewilliams@ihs.org Note that '2013' IIHS Top Safety Pick is required to be a part of the claim.	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 award is used for and in connection with the marketing, promotion, advertisement, distribution, lease or sale of the awarded model in North America. Term of use is 24-months. Regarding layouts for review, please send creative for review to Automotive Science Group.	

2015 SORENTO




Organization	NHTSA				
Ad Verbiage (Required Language)	NHTSA Overall 5-Star Crash Safety Rating for the 2015 Sorento Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sorento 2015				
Model Year	2015				
Model	Sorento				
Date Awarded	N/A				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.				
Legal Disclaimer	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (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				

2014




SEDONA



Organization	NHTSA				
Ad Verbiage (Required Language)	<p>NHTSA Overall 5-Star Crash Safety Rating for the 2014 Sedona</p> <p>Calificación de 5 Estrellas en su Totalidad en Seguridad en Impactos de NHTSA para el Sedona 2014</p>				
Model Year	2014				
Model	Sedona				
Date Awarded	12/3/13				
Requirements	Follow NHTSA guidelines (link in Notes section below)				
Award Image					
Methodology	<p>Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.</p>				
Legal Disclaimer	<p>Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).</p> <p>Las Calificaciones de 5 Estrellas del Gobierno forman parte del Programa de Evaluación de Vehículos Nuevos (www.safercar.gov) de la Administración Nacional de Seguridad del Tránsito (NHTSA).</p>				
Contact Info	<p>Mike Joyce mike.joyce@dot.gov</p>				
Duration	<p>May use as long as Model and Model Year are stated with the respective claim</p>				
Notes	<p>Please note that NHTSA no longer approves advertisements that include 5-Star Safety Ratings. You are free to use the accolade if the rating is accurate per the published rating on SaferCar.gov. Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines</p>				


BRAND



Organization	Interbrand	Small Business Institute	Interbrand	Interbrand	Kelley Blue Book's KBB.com
Ad Verbiage (Required Language)	Kia Ranked in the Best Global Brands 2012 Kia fue clasificada entre las Mejores Marcas Globales en 2012	Small Business Institute for Excellence in Commerce (SBIEC) California Excellence Award Winner Ganador del Premio a la Excelencia en California del Small Business Institute for Excellence in Commerce (SBIEC)	Kia Ranked in the Best Global Green Brands 2013 Kia fue clasificada entre las Mejores Marcas Ecológicas Globales en 2013	Kia Ranked in the Best Global Brands 2013 Kia fue clasificada entre las Mejores Marcas Globales en 2013	2014 Kelley Blue Book Brand Image Award- Best Value Brand Marca de Mejor Valor – 2014 Kelley Blue Book Brand Image Award
Award Year	2012	2013	2013	2013	2014
Model	Brand	Brand	Brand	Brand	Brand
Date Awarded	9/15/12	6/12/13	6/12/13	12/17/13	4/9/14
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image		N/A	Pending		
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 SBIEC California Excellence Award highlights businesses that enhance the high-powered, consumer-driven character unique to California. Special emphasis is given to companies that meet and exceed industry benchmarks for product quality, customer service and ethical practices. A panel of industry executives and consultants ultimately selected Kia amongst peers and competitors after year-long industry research and business surveys.	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand.	Interbrand's methodology looks at the ongoing investment and management of the brand as a business asset. This means that our methodology takes into account all the many ways in which a brand touches and benefits its organization -- from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: The financial performance of the branded products or services; The role of brand in the purchase decision process; The strength of the brand.	The Kelley Blue Book® Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers. The 2014 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model familiarity and loyalty among new-car shoppers.
Legal Disclaimer	N/A	N/A	N/A	N/A	2014 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Market Intelligence. Award calculated among non-luxury shoppers. For more information, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. Los premios 2014 Kelley Blue Book Brand Image Awards están basados en el estudio Brand Watch™ de Kelley Blue Book Market Intelligence. Premio calculado entre compradores de autos que no sean de lujo. Para más información, visita www.kbb.com . Kelley Blue Book es una marca comercial registrada de Kelley Blue Book Co., Inc.
Contact Info	Amy Edel-Vaughn amy.edel-vaughn@interbrand.com	Adriana Macedonio Adriana.Macedonio@dng.com	Amy Edel-Vaughn amy.edel-vaughn@interbrand.com	Amy Edel-Vaughn amy.edel-vaughn@interbrand.com	Joanna Pinkham jpinkham@kbb.com Brenna Robinson berobinson@kbb.com
Duration	May use as long as brand year is stated with the respective claim	May use as long as brand year is stated with the respective claim	May use as long as brand year is stated with the respective claim	May use as long as brand year is stated with the respective claim	May use as long as brand year is stated with the respective claim. If year is not listed in logo, it must be stated in VO.
Notes	The badge is only for the use of brands on the Interbrand Best Global Brands 2012 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2012 website: www.bestglobalbrands.com	N/A	The badge is only for the use of brands on the Interbrand Best Global Green Brands 2013 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Green Brands 2013 website www.bestglobalgreenbrands.com	Interbrand's Best Global Brands 2013 report is a look at financial performance of the brand, role of brand in the purchase decision process and brand strength. Go to www.bestglobalbrands.com for more information. The badge is only for the use of brands on the Interbrand Best Global Brands 2013 report. While some resizing may be necessary for use of the badge in items such as newsletters, we ask that resizing be consistent with the overall look of the badge. Please do not crop the badge. We invite brands to post this badge on their website in their "awards and recognition" section, homepage, or anywhere else the company deems relevant. Please link back to the Best Global Brands 2013 website: www.bestglobalbrands.com	ADDITIONAL REQUIREMENTS • Authorized Users shall refer to Kelley Blue Book as "Kelley Blue Book's KBB.com" and use in conjunction with the Brand Image Award accolade logo • NOTE: Make sure Kelley is spelled with an "ey" • The Web address 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®"

BRAND



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