

Surprise! Kia Ranks Highest In Initial Quality

(NAPSA)—The auto industry experienced a seismic shift this month when J.D. Power announced that for the first time in 27 years a non-premium brand ranked highest in its annual Initial Quality Study.

When the dust settled, the nameplate that managed to unseat Porsche, the reigning IQS champion for three years running, and take the top spot was upstart Kia Motors.

The study, now in its 30th year, examines problems experienced by vehicle owners during the first 90 days of ownership, and marks a massive win for Kia, a brand that has rapidly transformed into a recognized leader in design, technology and craftsmanship.

With an award-winning lineup spanning from subcompact cars to luxury vehicles, Kia's rise to the top was driven by best-in-class quality rankings for the popular Sportage small SUV and Soul compact multi-purpose vehicle, while Forte and Sorento placed second, and the Rio placed third in their respective segments. And the brand's historic performance does not come completely out of the blue.

Kia has placed in J.D. Power's top 10 since 2013, and nabbed the second overall spot in last year's IQS survey, pulling ahead of all non-premium rivals for the first time. Still, Kia owners reporting fewer issues with their vehicles within the first 90 days of ownership than all other car and truck brands in the U.S.—including German and Japanese makes—sent a shockwave throughout the industry.

“Ranking highest overall in the entire industry for initial quality is



First-class offerings like the iconic Soul have elevated Kia to new levels of distinction.

the result of Kia's decade-long focus on craftsmanship and continuous improvement, and reflects the voice of our customers, which is the ultimate affirmation,” said Michael Sprague, chief operating officer and EVP of Kia Motors America. “As the highest ranked brand in the industry, there is no doubt Kia is a first-class automaker.”

New vehicle quality across the board rose 3% since 2015, the largest bump in overall quality since 2009, thanks in large part to smoother implementation of technology. Also worth noting: for the first time in a decade, non-premium brands as a whole had fewer problems than luxury makers.

All in all, 33 U.S. makes were included in the study, which divides problems into eight categories, including Engine/Transmission, Audio/Communication/Entertainment/Navigation, and driving Experience. Automakers have every reason to take pride in a top IQS showing, as fewer problems will inevitably lead to increased brand loyalty and stellar word-of-mouth amongst consumers.

For more information visit www.kia.com.