

KIA RANKED #1

FOR BEST TOTAL COST OF OWNERSHIP
ACCORDING TO KELLEY BLUE BOOK'S KBB.COM.*



Built in the U.S.A.

Optima

- Class-leading 35 MPG/HWY³
- Class-leading standard 200 HP⁴
- 2011 IIHS "Top Safety Pick"
for the 2012 Optima



Sportage

- Class-leading 29 MPG/HWY⁵
- Class-leading 176 HP⁶
- 2011 IIHS "Top Safety Pick"
for the 2012 Sportage



Built in the U.S.A.

Sorento

- Class-leading 32 MPG/HWY⁷
- 191 HP⁸
- 2011 IIHS "Top Safety Pick"
for the 2012 Sorento



Soul

- Class-leading 35 MPG/HWY⁹
- 138 HP¹⁰
- 2011 IIHS "Top Safety Pick"
for the 2012 Soul

At Kia, we understand that a car is a long-term investment that goes far beyond the initial price tag. We're proud that our commitment to design, quality and fuel efficiency has earned us the best Total Cost of Ownership recognition from Kelley Blue Book's® kbb.com. Compared with any other non-luxury car brand including Toyota and Honda, new Kia vehicles have the lowest average total costs through the first five years of ownership, based on a range of factors including depreciation, expected fuel costs, insurance, state fees and maintenance and repair costs. We believe that it's our dedication to the best quality and value that has earned us this title, and helped make Kia the fastest-growing car brand in the U.S.



Kelley Blue Book
THE TRUSTED RESOURCE
kbb.com



Sorento FWD LX A/T¹¹
\$249 a Month / 36 Month Lease / \$2,999 Due at Signing



Based on July/August 2011 average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period among non-luxury brands with full model lineups. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.*The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com. **2011 Optima SX 2.0L GDI Turbo, 2012 Sportage SX 2.0L GDI Turbo, 2012 Sorento EX 2.4L GDI (non-Turbo) and 2012 Soul ! 2.0L MPI (non-Turbo) models shown. †Unleaded gasoline (87 pump octane). ‡Kia recommends good quality gasolines treated with detergent additives. ‡Based on comparison of 12-month retail sales from July 2007 to July 2011 of all U.S. automotive brands and 5-year average sales growth. †Class-leading claim based on comparison as of August 2011 to 2011 and available 2012 midsize sedans. 2011 EPA fuel economy estimates for Optima LX 2.4L GDI engine with manual transmission are 24 mpg/city, 35 mpg/hwy; and for Optima SX 2.0L GDI Turbo (shown) are 22 mpg/city, 34 mpg/hwy. Actual mileage may vary. ‡Class-leading claim based on comparison as of August 2011 to 2011 and available 2012 midsize sedans. Optima LX 2.4L GDI comes with 200hp. Optima SX 2.0L GDI Turbo (shown) comes with 274hp. ‡2012 EPA fuel economy estimates for Sportage SX 2.0L GDI Turbo are 22 mpg/city, 29 mpg/hwy. Actual mileage may vary. ‡Class-leading claim based on comparison as of August 2011 to 2011 and available 2012 compact crossovers. Sportage SX 2.0L GDI Turbo (shown) comes with 260hp. Sportage Base 2.4L (non-Turbo) comes with 176hp. ‡Class-leading claim based on comparison as of August 2011 to 2011 and available 2012 midsize crossovers. 2012 EPA fuel economy estimates for Sorento EX 2.4L GDI are 22 mpg/city, 32 mpg/hwy. Actual mileage may vary. ‡Sorento EX 2.4L GDI (shown) comes with 191hp. Sorento Base 2.4L MPI comes with 175hp. ‡Class-leading claim based on comparison as of August 2011 to 2011 and available 2012 compact wagons. 2012 EPA fuel economy estimates for Soul Base 1.6L GDI engine with manual transmission are 27 mpg/city, 35 mpg/hwy; and for Soul ! 2.0L MPI (shown) are 26 mpg/city, 34 mpg/hwy. Actual mileage may vary. ‡Soul Base 1.6L GDI comes with 138hp. Soul ! 2.0L MPI (shown) comes with 164hp. ‡Closed-end lease for new 2012 Sorento, model 72222 LX 2.4L I4 non-GDI trim A/T FWD, subject to credit tier approval, dealer participation and vehicle availability. \$2,999 due at lease signing includes \$249 1st monthly payment, \$2,155 capitalized cost reduction, \$595 acquisition fee, plus tax, license and registration. No security deposit required. \$11,714 total lease payments. Actual payments may vary. \$13,412 residual value lease-end purchase option. Lessee responsible for insurance, maintenance, repairs, \$.20 per mile over 12,000 miles/year, excess wear, and \$400 termination fee. MSRP for lease offer model is \$23,950. MSRP for vehicle shown starts at \$26,750. MSRPs include freight, and exclude taxes, title, license, additional options and retailer charges. Actual prices set by retailer. Must take delivery from retail stock by 9/6/11. See retailer for lease details or go to kia.com. Lease offered through Kia Motors Finance (KMF)/Hyundai Motor Finance (HMF in MA and DC).