



-Advertisorial-

Seven Kia models named "Best Bets" by the U.S. Car Book

Kia Motors America (KMA) has announced seven models, including the Optima, Rio, Rondo, Sedona, Sorento, Spectra and Spectra5 have achieved the U.S.-based Car Book "Best Bet" distinction. Rio and Optima are recipients of the award for the third consecutive year, while the Spectra, Spectra5 and Sorento have achieved this award for the second year in a row.

In addition, Kia has broken its all-time sales record, inked a major sponsorship deal as the Official Automotive Partner of

the NBA and launched its all-new Borrego midsize SUV.

The Car Book 2008 is an updated and expanded guide to buying a new 2008 car, van, truck or SUV. It presents the latest safety ratings, dealer prices, fuel economy, insurance premiums, maintenance costs, tires, as well as a chart of state lemon laws, and is published in cooperation with the Center for Auto Safety, the nation's leading auto safety advocacy group.

The Car Book's "Best Bet" distinction, given annually, is based on objective

information collected from government and independent sources that evaluate the safety and performance needs of the American consumer.

Only cars that have ratings in all of the key Car Book categories- safety features, fuel economy, rollover, front and side crash tests, maintenance and repair costs, warranties, insurance costs, and complaints, with the greatest emphasis placed on crash test performance- are considered as potential "Best Bets."

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