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NEWS

**For Immediate Release**

**Kia e-Niro named category winner in new J.D. Power Electric Vehicle Experience Ownership Study**

* **The e-Niro’s latest accolade reinforces the strength of Kia’s electric vehicle line-up as the brand prepares for Plan S strategy focusing on the future of the automotive industry**
* **Both 2019 and 2020 e-Niro models earn the top spot in the Mass-Market Category**
* **Efficient crossover ranked highest in overall EV owner satisfaction**

**February 18, 2021** – The Kia e-Niro has been ranked number one among mass-market brands in the J.D. Power 2021 Electric Vehicle Experience (EVX) Ownership Study. For this inaugural study, J.D. Power surveyed nearly 10,000 electric vehicles (EV) owners on factors including cost-of-ownership, battery range, and driving enjoyment to determine the likelihood of repurchasing and recommending an EV.

“This is another important accolade for the e-Niro, further underlying the successful impact it has had on the electric vehicle market since its launch. It’s not easy to be a market leader in this segment but that’s exactly what the e-Niro is, delivering emissions-free driving capability and high-tech interior quality in a crossover that is practical, functional and fun,” said Jason Jeong, President at Kia Europe.

“Being named mass-market category winner at the EVX Ownership Study is testament to how well our current-generation electric vehicles have been received by owners and it positions us nicely heading into the future as we prepare to launch 11 exciting next-generation EVs by 2025. The shift to electrification has entered a new phase and we’re proud to be at the very forefront of that momentum.”

With a strong existing line-up of electric vehicles and an eye toward future transportation, Kia is moving forward with the implementation of ‘Plan S’ and will invest $25 billion by 2025 on the future of electrification, mobility services, connectivity, and autonomy.

The Kia e-Niro opens a world of possibilities for drivers who are drawn toward popular crossovers but also want the benefits that electric vehicles offer. With 395 Nm of torque and four drive modes, the e-Niro’s robust electric powertrain gets drivers where they need to go – quickly – while enjoying advanced technology and connectivity in a stylish package that fits every lifestyle.

The U.S. EVX Ownership Study, driven by a collaboration with PlugShare, sets the standard for benchmarking satisfaction with the critical attributes that affect the EV ownership experience. The overall EVX ownership index score measures electric vehicle owners’ satisfaction (on a 1,000-point scale) in premium and mass-market segments across seven factors: accuracy of stated battery range; availability of public charging stations; battery range; the cost of ownership; driving enjoyment; ease of charging at home; and vehicle quality and reliability. This year’s study was fielded in October-November 2020 and surveyed 9,632 owners of 2015-2021 model year BEVs and PHEVs.

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**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company's brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)

**About Kia Motors America**

*Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands. Kia serves as the "Official Automotive Partner" of the NBA and offers a complete range of vehicles sold through a network of more than 750 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.*

**About Kia Europe**

*Kia Europe is the European sales, marketing and service arm of Kia Corporation. With its headquarters in Frankfurt, Germany, it covers 39 markets across Europe and the Caucasus.*