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NEWS

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**Kia Sorento wins Best Large SUV at Women’s World Car of the Year**

* **Kia’s high-tech new-generation SUV tops Large SUV category in the 11th Women’s World Car of the Year Awards**
* **Voted for by 50 female motoring journalists, from 38 countries**
* **Follows category wins for XCeed and Soul EV in 2020**
* **Kia Sorento has been on sale in Europe from Q3 2020 with a 7-Year, 150,000km warranty**

**March 1, 2021** – The new Kia Sorento has dominated its category at the 2021 ‘Women's World Car of the Year’ (WWCOTY) awards, beating the competition to win Best Large SUV. This accolade marks the second year of success for Kia in the WWCOTY awards following category wins for XCeed (Best Urban Car) and Soul EV (Best Green Car) last year.

The all-female panel of experts will examine each of the nine category winners further and take a final vote to determine a single overall winner, which will be announced on March 8.

WWCOTY is composed of a jury of 50 female motoring journalists spanning 38 countries and five continents. Founded by journalist Sandy Myhre in New Zealand 11 years ago, the awards aim to identify the best cars of the year based on set principles that guide consumer choice. Sorento was one of three vehicles shortlisted for the Best SUV category and ultimately achieved the win due to outstanding credentials, including safety, quality, price, design, driving dynamics and environmental impact.

Sorento is the first vehicle based on Kia’s new mid-size SUV architecture and accommodates state-of-the-art electrified powertrains for greater fuel efficiency, lower emissions and better performance than its predecessors and rivals. The new platform also allows for a larger vehicle body to maximise cargo and luggage space and makes the Sorento one of the most versatile and spacious three-row SUVs on the road.

“We are honoured to receive another award from the expert jury at Women’s World Car of the Year”, commented Jason Jeong, President at Kia Europe. “This is a welcome accolade for one of Kia’s most important cars; which our design, engineering and product teams have worked hard to ensure is a leader in the SUV segment. This latest award underpins our strong position in the European Market.”

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**Kia Corporation – about us**

*Kia Corporation (*[*www.kia.com*](http://www.kia.com)*) is a world-class mobility experience provider that seeks to inspire its customers through movement. Founded in 1944, Kia has been in the ‘movement’ industry 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.*

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

**About Kia Europe**

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