A picture containing text, computer, dark

Description automatically generated

**Kia Europe media contacts:**

Oliver Strohbach Pablo González Huerta

Senior Manager Public Relations Manager Public Relations & Communications

T. +49 69 850 928 373 T. +49 69 850 928 342

E. ostrohbach@kia-europe.com E. pghuerta@kia-europe.com

NEWS

**For immediate release**

**Kia owners vote Niro EV top in J.D. Power 2022 Electric Vehicle Experience Ownership Study**

* **J.D. Power surveyed over 8,000 electric vehicle owners on major ownership factors**
* **Owners of Kia Niro EV voted model top in mass-market category for second year running**
* **Satisfied drivers praise Niro EV on cost-of-ownership, battery range, customer experience, style and driving pleasure**
* **Kia Niro EV offers practical crossover style and space alongside long-range electric driving**
* **Kia Niro EV important part of Kia’s push for electrified sales in Europe**

**March 28, 2022** – The Kia Niro EV has been voted into the top spot in the mass-market category in the J.D. Power 2022 Electric Vehicle Experience Ownership Study. This win marks the second consecutive year Kia owners rated the Niro EV as the best mass-market electric vehicle (EV) to own. To determine ownership satisfaction and the likelihood of repurchasing, J.D. Power surveyed over 8,000 EV owners in the US on crucial factors, including cost-of-ownership, battery range, customer experience, style and driving enjoyment.

The Kia Niro has played a pivotal role in Kia’s electrification journey by creating an easy transition to sustainable mobility with its choice of low- and zero-emission powertrains. The Niro EV is the best seller of the three versions and has gained increasing prominence in the Kia range since its introduction in 2017.

“Kia is committed to offering a diverse line of vehicles with convenient services that deliver an excellent ownership experience,” said Sean Yoon, President & CEO, Kia North America, Kia America. “Consecutive wins in the EVX Ownership Study reinforces Kia’s leadership as the brand prepares to introduce additional electric passenger vehicles, SUVs and MPVs across several segments by 2027. The all-new EV6 joined Niro in Kia’s all-electric lineup, helping elevate the brand to record February sales.”

The Kia Niro offers the ideal solution for drivers attracted to emission-free driving who do not wish to compromise on space, style and range. With 454 kilometres of electric-only driving range, functional interior space, and instant torque of 395 Nm, Niro EV is the perfect vehicle to encourage people to switch to electric mobility.

“EVs are becoming an increasingly more important part of the automotive landscape. With the Niro EV receiving the award for highest ownership satisfaction in the mass-market battery electric vehicle segment for a second consecutive year, Kia has demonstrated its ability to exceed EV owner expectations,” said Brent Gruber, Senior Director, Global Automotive at J.D. Power.

Kia recently announced that a completely redesigned Niro will launch in 2022, which will build on the features that make the current model so popular while offering refreshed styling and advanced technology features.

# # #

**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.*