

Eight Kia models given 'Best Bet' distinction by The Car Book 2007

by Bend_Weekly_News_Sources

Recently honored with MotorWeek's "Best Minivan" award, the Kia Sedona is now being given The Car Book 2007's "Best Bet" distinction, along with seven other Kia vehicles: Rio, Rio5, Spectra, Spectra5, Optima, Sportage and Sorento. Rio and Optima were both recipients of the award in 2006, however this is the first time eight different models in the 11-vehicle Kia lineup have received the distinguished accolade.

"Obviously we are extremely thrilled and proud to have eight vehicles from our line-up be distinguished as "Best Bets" by The Car Book," said Len Hunt, executive vice president and COO of Kia Motors America (KMA). "Since this distinction is only given to vehicles that have the safety and performance needs of consumers in mind, we consider it a true testament to Kia's commitment to providing only the highest quality vehicles to customers."

The Car Book 2007 is an updated and expanded guide to buying a new 2007 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 both 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, overall maintenance and repair costs, warranties, insurance costs, and complaints, with the greatest emphasis placed on crash test performance and complaints -- are considered as potential "Best Bets."

"The Car Book has long been the consumer's best guide to smart and sensible car buying," said Jack Gillis of The Car Book. "We appreciate the fact that Kia continues to make a significant contribution to improving the market choices for the American car buyer."

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