August 7, 2024

Dear Kia Retailer,

Kia America is pleased to announce pricing for the first ever 2025 Kia K4 compact sedan. The value-oriented Compact Car segment is one of the best-performing categories this year making the all-new K4 the right-car at exactly the right time to bring more new customers into your dealerships.

Improved Value Through Segment-up Design, Space and Standard Equipment

- o An all-new name and all-new design, featuring a low, sleek, futuristic body, the K4 offers a "class-up" appearance that your customers will be proud to own, especially as it costs thousands less than its looks suggest.

- o Larger exterior dimensions translate into generous interior room for five adults and delivers 2-inches of more rear seat legroom that rivals some midsize sedans. Its sleek silhouette also provides an ample 14.6 cubic feet of trunk space.

- o More standard conveniences and technology upgrades than Forte, including the addition of Smart Key with push-button starting, smart cruise control with full stop & go, an all-new digital instrument cluster with a 54% larger infotainment touchscreen and a temporary spare tire.

- o More peace-of-mind with expanded ADAS features (now 11 standard), newly added Rear side airbags, and bright LED headlights and LED taillights.

Newly Available Advanced Tech and Performance options to attract Savvy Buyers

- 30" Panoramic Digital Cockpit (as found in the flagship EV9)
- 360 Surround View Monitor and Blind View Monitor
- Power Memory Driver Seat
- Enhanced GT-Line with larger 18" wheels/tires, a multi-link rear suspension (previously turbo-only) and optional Red SynTex seating (a popular K5 option)
- 1.6 Turbo with 190-HP, steering wheel paddle shifters, plus more refinements

Along with the change in name, K4's trim structure has been updated to accommodate the new features on this segment leading sedan. There are now five trims: LX, LXS, EX, GT-Line, GT-Line Turbo. Launch timing will be staggered with start of sales (see grid below).

MSRP Pricing for 25MY K4 (does not include $1,155 destination):

TRIM	Engine Size / Power	MSRP	Launch Timing
LX	2.0L 4-cyl / 147-HP	$21,990	September 2024
LXS	2.0L 4-cyl / 147-HP	$22,990	September 2024
EX	2.0L 4-cyl / 147-HP	$23,990	September 2024
GT-Line	2.0L 4-cyl / 147-HP	$25,190	Q4 2024
GT-Line Turbo	1.6L 4-cyl / 190-HP	$28,090	Q1 2025

Pricing details and a K4 Dealer Order Guide may be found in the vehicle info section of KDealer.com.

Sincerely,

E.S. Watson

Eric Watson
Vice President, Sales Operations
KIA AMERICA

2025 K4
MODEL AND ACCESSORY CODES

Model Code Descriptions

Series	Engine	Door	Trim	Trans
2	**3**	**4**	**1**	**2**
Series	2		K4	
Engine	3		2.0L IVT 4 Cylinder	
	6		1.6L Turbo GDI 4 Cylinder	
Door	4		4 Door	
Trim	1		LX	
	2		LXS	
	4		EX	
	5		GT-Line	
Trans	2		Automatic Transmission	

Model Codes

Trim	Trans	Engine	Model	Remarks
LX	Auto	2.0L IVT	23412	
LXS	Auto	2.0L IVT	23422	
EX	Auto	2.0L IVT	23442	
GT-Line	Auto	2.0L IVT	23452	SOP - Oct '24
GT-Line Turbo	Auto	1.6L T-GDI	26452	SOP - Nov '24

Factory Installed Options

Code	Description	Remarks
IR2	GT-Line Red Interior Color Package	
PR2	GT-Line Premium Package	
SR2	GT-Line Sunroof Package	
TE2	GT-Line Turbo Technology Package	

Option Groups

Model	Opt Grp	Emission	MSC	Description	Remarks
LX	010	50	D41	Std	
LXS	010	50	D27	Std	
EX	010	50	G01	Std	
GT-Line	010	50	H53	Std	
	015	50	H63	SR2	
	020	50	H73	SR2, PR2	
	022	50	H83	SR2, PR2, IR2	
GT-Line Turbo	010	50	H93	Std	
	012	50	H04	IR2	
	015	50	H81	TE2	
	017	50	H14	TE2, IR2	

Port Installed Options

Code	Description	Remarks
CA	Cargo Mat	
CF	Carpeted Floor Mats	
CT	Cargo Tray	
DSG	Door Sill Film w/ Graphic	
ECF	Frameless EC Mirror w/ HomeLink	
MUG	Mud Guards	
MUT	Mud Guards, GT-Line	
WL	Wheel Locks, Chrome	
WLB	Wheel Locks, Black	

Color Codes

				Trim & Option Group											
				LX	LXS	EX	GT-Line				GT-Line Turbo			
Ext/Int Code	Exterior	Interior	Remarks	010	010	010	010	015	020	022*	010	012*	015	017*
ABP/DFS	Aurora Black Pearl	Gray		O	O	O								
ABP/RBQ	Aurora Black Pearl	Black					O	O	O	O	O	O	O	O
AG9/DFS	Interstellar Gray	Gray		O	O	O								
AG9/GRN	Interstellar Gray	Green				O								
AG9/RBQ	Interstellar Gray	Black					O	O	O	O	O	O	O	O
B2R/DFS	Deep Sea Blue	Gray			O	O								
DM4/DFS	Morning Haze	Gray			O	O								
DM4/GRN	Morning Haze	Green				O								
DM4/RBQ	Morning Haze	Black					O	O	O		O		O	
KLG/DFS	Steel Gray	Gray			O	O								
KLG/RBQ	Steel Gray	Black					O	O	O		O		O	
R4R/DFS	Currant Red	Gray			O	O								
R4R/RBQ	Currant Red	Black					O	O	O		O		O	
SWP/DFS	Snow White Pearl	Gray		O	O	O								
SWP/GRN	Snow White Pearl	Green				O								
SWP/RBQ	Snow White Pearl	Black					O	O	O	O	O	O	O	O
WVB/RBQ	Wave Blue	Black					O	O	O		O		O	

Corresponding interior color package supersedes RBQ Black interior.

	Not available
O	Option

Notes

1) PR2: GT-Line Premium Package includes SynTex Seating Material, Ventilated Front Seats, Memory Driver's Seat & Outside Mirrors, Harman/Kardon Premium Audio System, and Acoustic Windshield.

2) SR2: GT-Line Sunroof Package includes Wide Power Sunroof w/ Power Sunshade.

3) TE2: GT-Line Turbo Technology Package includes Memory Driver's Seat & Outside Mirrors, Ventilated Front Seats, Ambient Lighting, Digital Key, Blind-Spot Collision-Avoidance Assist, Blind-Spot View Monitor, Highway Driving Assist 2, Parking Collision-Avoidance Assist - Reverse, Parking Distance Warning - Forward/Reverse/Side, and Surround View Monitor.

Effective Date: September 11, 2024