



Kia America, Inc. | Corporate Headquarters
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June 12, 2025

Dear Valued Kia Retail Partner,

Kia America is pleased to announce pricing for the refreshed 2026 Sportage turbo hybrid and plug-in turbo hybrid models. These electrified models follow the substantial product enhancements that the MY26 Sportage gas has undergone and completes the trio of available powertrains. These changes are aimed at enhancing the entire Sportage lineup's competitiveness within the segment, while continuing to accelerate Sportage's position as Kia's top-selling model. Sportage continues to offer class-leading 2nd row legroom and a best-in-class 39.6 cubic feet of cargo space and room for 5 passengers.

New for 26MY, Sportage HEV features a new S All-Wheel Drive trim, slotted between LX and EX, this new trim ups the design quotient, with larger 18-inch dark alloy wheels and is packed with additional convenience and safety features. With the addition of the S AWD trim, the LX trim will now be offered exclusively as Front-Wheel Drive. Further expanding the Sportage HEV appeal is a new X-Line trim, intended to draw consumers desiring a more rugged appearance combined with key features including panoramic sunroof. Increased turbo hybrid (HEV) production volume is planned to help meet anticipated demand and to drive new customers to your showroom. With HEV allocation commencing, PHEV release is estimated in late-Q3

New trim highlights:

- S Hybrid AWD (replaces LX AWD): Includes 18-inch dark alloy wheels, Power Driver's Seat, Blind-spot Collision Avoidance, Rear Cross-traffic Collision Avoidance, heated outside mirrors w/ LED indicators
- X-Line Hybrid AWD: Includes 19-inch black alloy wheels, LED fog lights, Panoramic Sunroof, Power Liftgate

For additional Sportage HEV product details please refer to the 2026 Sportage HEV Dealer Order Guide located on KDealer for a comprehensive understanding of the changes to product content, as some features have been added and removed in comparison to the 2025 model year.

What's new for the 2026 Model Year At-a-Glance:

Design

- New front and rear bumper designs

- Stacked vertical headlights with distinctive amber Star Map DRLs
- All-new alloy wheels: 17-inch, 18-inch, and 19-inch
- New interior design elements with two new interior colors

Connectivity and Convenience

- Smart Key & Push Button Start - standard
- 12.3-inch Infotainment Display Screen - standard
- Wireless Apple CarPlay and Android Auto - standard
- Rear Heated Seats - on Prestige trims
- 10-inch Head-up Display (HUD) w/ integrated wireless Apple Car Play/Android Auto - on Prestige trims

Improved Safety and Capability (standard features)

- Auto Emergency Braking (FCA Fusion: Car/Ped/Cyc/Junction Turning)
- Smart Cruise Control w/ Stop & Go
- Parking Distance Warning: Front & Rear
- New Terrain Mode for All-Wheel Drive models

MSRP for 2026 Sportage HEV & PHEV models (does not include \$1,395 destination)

LX	1.6T HEV	FWD	\$30,290
S	1.6T HEV	AWD	\$32,590
EX	1.6T HEV	AWD	\$33,590
X-Line	1.6T HEV	AWD	\$35,490
SX-Prestige	1.6T HEV	AWD	\$40,390
X-Line	1.6T PHEV	AWD	\$40,490
X-Line Prestige	1.6T PHEV	AWD	\$47,190

Note: The EX Premium Package has been renamed "EX Pano Roof Package" for the 2026 model year.



Sincerely,

Eric Watson
Vice President, Sales Operations

2026 SORENTO MODEL AND ACCESSORY CODES

Model Code Descriptions					Model Codes																																																																																																																																																																																																																																													
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MLB/GYT	Midnight Lake Blue	Gray			0	0	0	0	0	0	0																																																																																																																																																																																																																																							
MLB/WK	Midnight Lake Blue	Black			0	0	0	0	0	0	0	0	0	0	0																																																																																																																																																																																																																																			
PML/GYT	Panthera Metal	Gray			0	0	0	0	0	0	0																																																																																																																																																																																																																																							
PML/WK	Panthera Metal	Black		0	0	0	0	0	0	0	0	0	0	0	0																																																																																																																																																																																																																																			
RSL/WK	Ivory Silver	Black		0	0	0	0	0	0	0	0	0	0	0	0																																																																																																																																																																																																																																			
*Corresponding interior color package supersedes WK Black interior.										<div></div> Not available																																																																																																																																																																																																																																								
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1) PA7: Panoramic Sunroof Package includes Panoramic Power Sunroof w/ Power Sunshade and LED Interior Lighting.																																																																																																																																																																																																																																																		
2) PR7: EX Premium Package includes Panoramic Power Sunroof w/ Power Sunshade, LED Interior Lighting, 2nd Row Captain's Chairs, and Bose Premium Audio.																																																																																																																																																																																																																																																		

Effective Date: July 21, 2025

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