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September 11, 2023

Dear Kia Retailer,

Kia America is pleased to announce pricing for the 2024 Kia Forte. Forte maintains its high level of competitiveness and its positive contribution to your dealership's success. This year Forte has been a leader in the compact car segment winning several prestigious awards, such as:

- Best in class in the J.D. Power Initial Quality Survey (Forte's fifth consecutive win)
- #1 ranking for Compact Cars in the J.D. Power Vehicle Dependability Study (VDS)
- Best in class in J.D. Power's Automotive Performance, Execution & Layout (APEAL) study

Forte offers consumers a wide range of choices to suit customer preferences: the LX with outstanding fuel economy, the well-equipped LXS, the eye-catching and popular sporty GT-Line and the performance-oriented turbocharged GT. MY24 updates include:

- Features from the GT-Line Technology Package have been added to the GT-Line trim as standard equipment and GT-Line Technology Package is dropped:
  - o Forward Collision Avoidance-Cyclist
  - o Electronic Parking Brake
  - o Highway Driving Assist
  - o Navigation-based Smart Cruise Control with Stop and Go
- On LX and LXS trims an additional USB-A port is added, replacing one 12-volt outlet
- Gray interior dropped from LXS trim

**MSRP Pricing (does not include \$1,125 destination):**

|     |         |             |          |
|-----|---------|-------------|----------|
| FWD | LX      | 2.0L / Auto | \$19,790 |
| FWD | LXS     | 2.0L / Auto | \$20,290 |
| FWD | GT-Line | 2.0L / Auto | \$22,290 |
| FWD | GT      | 1.6T / 6MT  | \$25,190 |
| FWD | GT      | 1.6T / DCT  | \$24,490 |

Complete pricing information may be found in the vehicle section of [KDealer.com](https://www.kia.com/us/en/dealer).

Sincerely,

Eric Watson  
Vice President, Sales Operations  
**KIA AMERICA**

# 2024 FORTE MODEL AND ACCESSORY CODES

| Model Code Descriptions   |                  |                        |                           |             | Model Codes                       |                               |                       |         |       |
|---|------------------|------------------------|---------------------------|-------------|-----------------------------------|-------------------------------|-----------------------|---------|-------|
| Series  | Engine           | Door                   | Trim                      | Trans       | Trim                              | Trans                         | Engine                | Door    | Model |
| C   | 3                | 4                      | 1                         | 2           | LX                                | Auto                          | 2.0L MPI              | 4 door  | C3412 |
|   | Series           | C                      | Forte                     |             | LXS                               | Auto                          | 2.0L MPI              | 4 door  | C3422 |
|   | Engine           | 3                      | 2.0L MPI 4 Cylinder       |             | GT-Line                           | Auto                          | 2.0L MPI              | 4 door  | C3452 |
|   |                  | 6                      | 1.6L Turbo GDI 4 Cylinder |             | GT                                | Manual                        | 1.6L T-GDI            | 4 door  | C6481 |
|   | Door             | 4                      | 4 Door                    |             |                                   | Auto                          | 1.6L T-GDI            | 4 door  | C6482 |
|   | Trim             | 1                      | LX                        |             | Factory Installed Options         |                               |                       |         |       |
|   |                  | 2                      | LXS                       |             | Code                              | Description                   | Remarks               |         |       |
|   |                  | 5                      | GT-Line                   |             | G2C                               | GT2 Package                   |                       |         |       |
|   |                  | 8                      | GT                        |             | PRC                               | GT-Line Premium Package       |                       |         |       |
|   | Trans            | 1                      | Manual Transmission       |             | SPC                               | GT-Line Sport Premium Package |                       |         |       |
|   | 2                | Automatic Transmission |                           | TCC         | LXS Technology Package            |                               |                       |         |       |
| Option Groups   |                  |                        |                           |             | Port Installed Options            |                               |                       |         |       |
| Model   | Opt Grp          | Emission               | MSC                       | Description | Remarks                           | Code                          | Description           | Remarks |       |
| LX  | 010              | CA/FD                  | D40                       | Std         |                                   | BA                            | Rear Bumper Applique  |         |       |
| LXS   | 010              | CA/FD                  | D50                       | Std         |                                   | CA                            | Cargo Mat             |         |       |
|   | 015              | CA/FD                  | D60                       | TCC         |                                   | CF                            | Carpet Floor Mat      |         |       |
| GT-Line   | 010              | CA/FD                  | H22                       | Std         |                                   | CN                            | Cargo Net             |         |       |
|   | 015              | CA/FD                  | H32                       | PRC         |                                   | CT                            | Cargo Tray            |         |       |
|   | 020              | CA/FD                  | H42                       | PRC, SPC    |                                   | EH                            | EC Mirror w/ Homelink |         |       |
| GT Manual   | 010              | 50                     | K00                       | Std         |                                   | MUG                           | Mud Guards            |         |       |
| GT Auto   | 010              | 50                     | K10                       | Std         |                                   | MUT                           | Mud Guards (GT-Line)  |         |       |
|   | 015              | 50                     | K20                       | G2C         |                                   | WL                            | Wheel Lock            |         |       |
| Color Codes   |                  |                        |                           |             |                                   |                               |                       |         |       |
| LX and LXS Color Combinations   |                  |                        |                           |             | GT-Line and GT Color Combinations |                               |                       |         |       |
| Ext/Int   | Exterior         | Interior               | Remarks                   | Ext/Int     | Exterior                          | Interior                      | Remarks               |         |       |
| ABP/WK  | Aurora Black     | Black                  |                           | ABP/WK      | Aurora Black                      | Black                         |                       |         |       |
| B2R/WK  | Deep Sea Blue    | Black                  | LXS only                  | B2R/WK      | Deep Sea Blue                     | Black                         | SOP Jan '24           |         |       |
| DRG*/WK   | Fire Orange*     | Black                  | LXS only                  | DRG*/WK     | Fire Orange*                      | Black                         | GT-Line Only          |         |       |
| KDG/WK  | Gravity Gray     | Black                  |                           | KDG/WK      | Gravity Gray                      | Black                         |                       |         |       |
| KLK/WK  | Steel Gray       | Black                  | LXS only                  | KLK/WK      | Steel Gray                        | Black                         |                       |         |       |
| R4R/WK  | Currant Red      | Black                  | LXS only                  | R4R/WK      | Currant Red                       | Black                         |                       |         |       |
| SWP/WK  | Snow White Pearl | Black                  | LXS only                  | SPB*/WK     | Sporty Blue*                      | Black                         |                       |         |       |
| UD/WK   | Clear White      | Black                  | LX only                   | SWP/WK      | Snow White Pearl                  | Black                         |                       |         |       |
| * DRG & SPB - EOP Dec '23   |                  |                        |                           |             |                                   |                               |                       |         |       |
| Notes   |                  |                        |                           |             |                                   |                               |                       |         |       |
| 1) G2C: GT2 Package includes 10-Way Power Driver's Seat, Heated / Ventilated Front Seats, LED Interior Lighting, Parking Distance Warning - Reverse, Power Sunroof, Harman/Kardon Premium Audio, and SynTex Seating Trim. |                  |                        |                           |             |                                   |                               |                       |         |       |
| 2) PRC: GT-Line Premium Package includes LED Interior Lighting, Power Sunroof, Harman/Kardon Premium Audio, and Wireless Phone Charger.   |                  |                        |                           |             |                                   |                               |                       |         |       |
| 3) SPC: GT-Line Sport Premium Package includes 10-Way Power Driver's Seat, Heated / Ventilated Front Seats, Rear AC Vent, Rear USB Charger, and SynTex Seating Trim.  |                  |                        |                           |             |                                   |                               |                       |         |       |
| 4) TCC: LXS Technology Package includes Blind-Spot Collision-Avoidance Assist, Rear Cross-Traffic Collision-Avoidance Assist, Safe Exit Warning, and Heated Outside Mirrors w/ LED Turn Signal Indicators.                |                  |                        |                           |             |                                   |                               |                       |         |       |

**Effective Date: Oct. 25, 2023**

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