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Dear Kia Retailer,

Over the past 12 months, the redesigned Sportage has upended the hierarchy of the SUV market as the fastest growing nameplate in the largest consumer-based vehicle category. Thanks to your contributions, the new Sportage has achieved an impressive 55% jump in sales, propelling it to #1 for sales growth within the fiercely competitive Subcompact SUV segment.

Not only have competitors taken note of the new model's exceptional design, roominess and advanced technology, but so have numerous industry experts and opinion makers as the Sportage has accumulated numerous awards and accolades, including:

- 2023 Car and Driver Editor's Choice Award
- Highest Resale Value - J.D. Power ALG Residual Value Awards
- Most Dependable Compact SUV – J.D. Power Vehicle Dependability Study

Building up the success of the past year, the MY24 Sportage will see further enhancements to attract new members to your growing Kia family.

The Sportage will continue to offer a comprehensive selection of flavors including rugged trims, it will also now offer standard LED projector headlights for a better night-time driving experience and standard second row side-impact airbags for an added margin of safety and peace-of-mind. We anticipate that these enhancements will place Sportage in the highest IIHS safety ratings for 2024. The MY24 Sportage 2.5L engine will meet the same SULEV standard as the Sportage Turbo-Hybrid and PHEV models.

We are pleased to announce MY24 Sportage prices below:

MSRP Pricing (does not include \$1,325 destination):

<u>Sportage Trim</u>	<u>FWD</u>	<u>AWD</u>
LX	\$27,090	\$28,890
EX	\$29,090	\$30,890
SX	\$32,590	---
SX-Prestige	\$34,590	\$36,390
X-Line	---	\$31,890
X-Pro	---	\$36,090
X-Pro Prestige	---	\$37,890

Complete model pricing information may be found in the vehicle section of KDealer.com. Turbo-Hybrid and Plug-in-Hybrid model prices will be released at a later time.

Good Selling,

Eric Watson
Vice President, Sales Operations
KIA AMERICA

2024 SPORTAGE MODEL AND ACCESSORY CODES

Model Code Descriptions					Model Codes				
Series	Engine	Drivetrain	Trim	Trans	Drivetrain	Trim	Trans	Engine	Model
4	2	2	2	2	FWD	LX	Auto	2.5L GDI	42222
	Series	4	Sportage	EX		Auto	2.5L GDI	42242	
				SX		Auto	2.5L GDI	42262	
				SX-Prestige		Auto	2.5L GDI	42282	
	Engine	2	2.5L GDI 4 Cylinder	AWD	LX	Auto	2.5L GDI	42422	
					EX	Auto	2.5L GDI	42442	
	Drivetrain	2	FWD		X-Line	Auto	2.5L GDI	42452	
					4	AWD	X-Pro	Auto	2.5L GDI
	Trim / Door	2	LX		SX-Prestige	Auto	2.5L GDI	42482	
					4	EX	2.5L GDI	42492	
					5	X-Line			
		6	SX						
		7	X-Pro						
		8	SX-Prestige						
		9	X-Pro Prestige						
	Trans	2	Automatic Transmission						
	Option Groups					Factory Installed Options			
Model	Opt Grp	Emission	MSC	Description	Remarks	Code	Description	Remarks	
LX	010	50	D51 / D61	Std	KaGa / KHQ	GS4	Sage Green Interior Color Package		
EX	010	50	G64 / G74	Std	KaGa / KHQ	PR4	X-Line Premium Package		
X-Line	010	50	/ P54	Std	AWD Only	RL4	Carmine Red Interior Color Package		
	015	50	/ P64	PR4		TT4	X-Pro Two-Tone Roof Package		
	017	50	/ P84	GS4, PR4					
SX	010	50	K02 /	Std	FWD only				
	012	50	K12 /	RL4					
X-Pro	010	50	/ A53	Std	AWD Only				
	012	50	/ A63	GS4					
	015	50	/ A73	TT4					
	017	50	/ A83	GS4, TT4					
SX-Prestige	010	50	H64 / H46	Std					
	012	50	H74 / H47	RL4					
X-Pro Prestige	010	50	/ A92	Std	AWD Only				
	012	50	/ A03	GS4					
	015	50	/ A13	TT4					
	017	50	/ A23	GS4, TT4					
Color Codes									
LX Color Combinations					X-Line Color Combinations				
Ext/Int	Exterior	Interior	Remarks		Ext/Int	Exterior	Interior	Remarks	
EB/WK	Ebony Black	Black	KaGa Only		C7S/WK	Wolf Gray	Black	010 and 015 only	
ERG/WK	Everlasting Silver	Black	KaGa Only		DU2/WK	Sapphire Blue	Black	010 and 015 only	
FSB/WK	Fusion Black	Black	KHQ Only		DWR/WK	Dawning Red	Black	010 and 015 only	
GWP/WK	Glacial White Pearl	Black	KaGa Only		EB/WK	Ebony Black	Black		
KDG/WK	Gravity Gray	Black			GWP/WK	Glacial White Pearl	Black	010 and 015 only	
KLK/WK	Steel Gray	Black	KHQ Only		JUG/WK	Jungle Green	Black	010 and 015 only	
SWP/WK	Snow White Pearl	Black	KHQ Only		KDG/WK	Gravity Gray	Black		
EX, SX, and SX-Prestige Color Combinations					X-Pro and X-Pro Prestige Color Combinations				
Ext/Int	Exterior	Interior	Remarks		Ext/Int	Exterior	Interior	Remarks	
C7S/WK	Wolf Gray	Black	N/A on EX		DU2/WK	Sapphire Blue	Black	010 only	
DU2/WK	Sapphire Blue	Black	N/A on 012		DWR/WK	Dawning Red	Black	010 only	
DWR/WK	Dawning Red	Black	010 only N/A on EX		EB/WK	Ebony Black	Black	010 and 012 only	
EB/GYT	Ebony Black	Gray	EX only		GWP/WK	Glacial White Pearl	Black	010 only	
EB/WK	Ebony Black	Black			KDG/WK	Gravity Gray	Black	010 and 012 only	
ERG/WK	Everlasting Silver	Black	EX only		US1/WK	Glacial White Pearl/Ebony Black Roof	Black	015 only	
GWP/WK	Glacial White Pearl	Black	N/A on 012		US6/WK	Wolf Gray/Ebony Black Roof	Black	015 only	
KDG/GYT	Gravity Gray	Gray	EX only		US9/WK	Jungle Green/Ebony Black Roof	Black	015 and 017 only	
KDG/WK	Gravity Gray	Black	KDG also available as KHQ EX						
KLK/GYT	Steel Gray	Gray	KHQ EX only SOP Dec '23						
KLK/WK	Steel Gray	Black	KHQ EX only SOP Dec '23						
Notes									
1) PR4: X-Line Premium Package includes Panoramic Sunroof, LED Interior Lighting, and Smart Power Liftgate.									
2) TT4: X-Pro Two-Tone Roof Package includes Ebony Black Roof.									

Effective Date: November 13, 2023

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