

**Kia America, Inc.** | **Corporate Headquarters** 111 Peters Canyon Road, Irvine, CA 92606-1790 USA T 1 949 468 4800

July 14, 2023

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):

Sportage Trim	<u>FWD</u>	AWD
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,

8. Water

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

## 2024 SPORTAGE MODEL AND ACCESSORY CODES

	Model Code Descriptions						Model Codes					
<u>Series</u>	<u>Engine</u>	Drivetrain	<u>Trim</u>	Trans		<u>Drivetrain</u>	<u>Trim</u>	Trans	Engine	Model		
4	2	2	2	2		FWD	LX	Auto	2.5L GDI	42222		
	-	-	-	-			EX	Auto	2.5L GDI 2.5L GDI			
	Series	4	Sportage				SX	Auto	2.5L GDI			
	Engine	2	2.5L GDI 4 C	ylinder			SX-Prestige	Auto	2.5L GDI	42282		
						AWD	LX	Auto	2.5L GDI			
	Drivetrain	2	FWD				EX	Auto	2.5L GDI			
		4	AWD				X-Line X-Pro	Auto Auto	2.5L GDI 2.5L GDI			
	Trim / Door	2	LX				SX-Prestige	Auto	2.5L GDI			
		4	EX				X-Pro Prestige	Auto	2.5L GDI	42492		
		5 6	X-Line SX									
		6 SX 7 X-Pro				Factory Installed Options						
		8	SX-Prestige									
		9	X-Pro Prestig	e		Codo	Description		Bomorko			
	Trans	2	Automatic Tra	ansmission		<u>Code</u>	Description		<u>Remarks</u>	<u>.</u>		
		Option G	roups			GS4 PR4	Sage Green Interior X-Line Premium Pa					
Model	Opt Grp	Emission	MSC	Description	Remarks	RL4 TT4	Carmine Red Interio X-Pro Two-Tone Ro					
			FWD / AWD					-				
LX	010	50	D51 / D61	Std	KaGa / KHQ		Port Installed Options					
EX	010	50	G64 / G74	Std	KaGa / KHQ	<u>Code</u>	<b>Description</b>		<u>Remarks</u>	<u> </u>		
X-Line	010	50	/ P54	Std		CA	Cargo Mat					
	015 017	50 50	/ P64 / P84	PR4 GS4, PR4	AWD Only	CB CBX	Cross Bars Cross Bars X-Line					
	517	50	/104	00 <del>4</del> , FA4		CF	Carpet Floor Mats					
SX	010	50	K02 /	Std	FWD only	CFX	Carpet Floor Mats >					
	012	50	K12 /	RL4		CN1 CN2	Cargo Net Hybrid (a					
X-Pro	010	50	/ A53	Std		CN2 CO	Cargo Net Hybrid (r Cargo Cover	iot appr w/ Audio)				
	012	50	/ A63	GS4	AWD Only	СТ	Cargo Tray					
	015	50	/ A73 / A83	TT4	,	CTS EH	Cargo Mat w/Seatba EC Mirror w/Homeli					
	017	50	/ A03	GS4, TT4		En IL	Interior Lighting	пк				
SX-Prestige	010	50	H64 / H46	Std		MUG	Mud Guards					
	012	50	H74 / H47	RL4		SKD SPL	Front Skid Plate - M Illuminated Door Sil					
X-Pro Prestige	010	50	/ A92	Std		SPL	Illuminated Door Sil					
	012	50	/ A03	GS4	AWD Only	SS	Side Steps					
	015	50	/ A13	TT4	AWD Only	TH	Tow Hitch w/ Harne	SS				
		50	/ A23	GS4, TT4		WL	Wheel Locks					
	017				Color	Cadaa						
	017				00101	codes		X-Line Color Combinations				
		Color Com	pinations			Codes		X-Line Color Co	mbinations	5		
<u>Ext/Int</u>		Color Comi Interior	binations	<u>Remarks</u>		Ext/Int	<u>Exterior</u>	X-Line Color Co	mbinations Interior			
<u>Ext/int</u> EB/WK	LX		pinations	<u>Remarks</u> KaGa Only			<u>Exterior</u> Wolf Gray	X-Line Color Co				
EB/WK ERG/WK	LX <u>Exterior</u> Ebony Black Everlasting Silver	Interior Black Black	pinations	KaGa Only KaGa Only		<u>Ext/Int</u> C7S/WK DU2/WK	Wolf Gray Sapphire Blue	X-Line Color Co	Interior Black Black	Remarks 010 and 015 only 010 and 015 only		
EB/WK ERG/WK FSB/WK	LX Exterior Ebony Black Everlasting Silver Fusion Black	Interior Black Black Black Black	pinations	KaGa Only KaGa Only KHQ Only		<u>Ext/Int</u> C7S/WK DU2/WK DWR/WK	Wolf Gray Sapphire Blue Dawning Red	X-Line Color Co	Interior Black Black Black	Remarks 010 and 015 only		
EB/WK ERG/WK FSB/WK GWP/WK	LX Exterior Ebony Black Everlasting Silver Fusion Black Glacial White Pearl	Interior Black Black	pinations	KaGa Only KaGa Only		<u>Ext/Int</u> C7S/WK DU2/WK DWR/WK EB/WK	Wolf Gray Sapphire Blue Dawning Red Ebony Black		Interior Black Black	Remarks 010 and 015 only 010 and 015 only 010 and 015 only		
EB/WK ERG/WK FSB/WK GWP/WK KDG/WK KLG/WK	LX Exterior Ebony Black Everlasting Silver Fusion Black Glacial White Pearl Gravity Gray Steel Gray	Interior Black Black Black Black Black Black Black	pinations	KaGa Only KaGa Only KHQ Only KaGa Only KHQ Only		Ext/Int C7S/WK DU2/WK DWR/WK EB/WK GWP/WK JUG/WK	Wolf Gray Sapphire Blue Dawning Red Ebony Black Glacial White Pearl Jungle Green		Interior Black Black Black Black Black Black Black	Remarks 010 and 015 only 010 and 015 only		
EB/WK ERG/WK FSB/WK GWP/WK KDG/WK KLG/WK	LX Exterior Ebony Black Everlasting Silver Fusion Black Glacial White Pearl Gravity Gray	Interior Black Black Black Black Black Black	pinations	KaGa Only KaGa Only KHQ Only KaGa Only		Ext/Int C7S/WK DU2/WK DWR/WK EB/WK GWP/WK	Wolf Gray Sapphire Blue Dawning Red Ebony Black Glacial White Pearl		Interior Black Black Black Black Black Black	Remarks 010 and 015 only 010 and 015 only 010 and 015 only 010 and 015 only		
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EB/WK ERG/WK FSB/WK GWP/WK KDG/WK KLG/WK SWP/WK Ext/Int C7S/WK DU2/WK DWR/WK EB/GYT EB/WK ERG/WK KDG/GYT	LX Exterior Ebony Black Everlasting Silver Fusion Black Glacial White Pearl Gravity Gray Steel Gray Snow White Pearl EX, SX, and S Exterior Wolf Gray Sapphire Blue Dawning Red Ebony Black Ebony Black Ebony Black Everlasting Silver Glacial White Pearl Gravity Gray	Interior Black Black Black Black Black Black Black C-Prestige ( Interior Black Black Black Black Black Black Black Black Black Black		KaGa Only KaGa Only KHQ Only KHQ Only KHQ Only KHQ Only ations Remarks N/A on EX N/A on 012 010 only   N// EX only EX only N/A on 012 EX only N/A on 012 EX only KHQ EX only	A on EX	Ext/Int C7S/WK DU2/WK DWR/WK GWP/WK JUG/WK KDG/WK US/WK BWR/WK EB/WK GWP/WK KDG/WK US1/WK US6/WK	Wolf Gray Sapphire Blue Dawning Red Ebony Black Glacial White Pearl Jungle Green Gravity Gray <b>X-Pro a</b> <b>Exterior</b> Sapphire Blue Dawning Red Ebony Black Glacial White Pearl Gravity Gray Glacial White Pearl Wolf Gray/Ebony Bl	and X-Pro Prestige /Ebony Black Roof lack Roof	Interior Black Black Black Black Black Black Color Com Interior Black Black Black Black Black Black	Remarks     010 and 015 only     010 only     010 only     010 only     010 only     010 only     010 and 012 only     010 and 012 only     015 only     015 only		
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Effective Date: November 13, 2023

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