

CARGAZING

2023 KIA SPORTAGE

Sportage Gets Transformation

Kia SUV Gets Bigger, Bolder With Total Redesign for 2023 Model Year

PRESS RELEASE

As Kia's longest running nameplate which pioneered its segment, the Sportage undergoes its most significant change to date as the fifth generation is unveiled. Developed as part of Kia's new global brand transformation, "Movement that Inspires," the all-new 2023 Sportage subcompact SUV delivers more of everything for today's savvy, adventurous and eco-conscious consumers.

Exuding the brand's new "Opposites United" design philosophy, the new Sportage is a welcome addition in a sea of bland-looking subcompact SUVs that crowd today's market. Significantly larger, more capable and powerful, and targeted to be more fuel efficient, the fifth-generation model debuts a number of Sportage firsts including an available dual panoramic curved digital display and an exciting new variant that will literally take consumers to new heights. Most Sportage trims will now be assembled in the U.S., alongside the award-winning Telluride, Sorento, and K5 at Kia's manufacturing plant in West Point, Georgia.

"While Kia moves purposefully toward electrification, we are further



MANUFACTURER PHOTO

strengthening the Sportage lineup by adding a variety of options suited for all different kinds of customers," said Sean Yoon, president and CEO, Kia America, Kia North America. "The tremendous success formula of our current stable of SUVs has been infused into every ounce of the new Sportage, transforming it into a leader of the pack with its cutting-edge design, adventurous capability and

desirable in-car technology."

The Sportage delivers something for everyone, with a diverse lineup and trim levels that include the LX, EX, SX, SX-Prestige and X-Line, while the all-new Sportage X-Pro and X-Pro Prestige trims allow drivers to venture further into nature with off-road ready features including all-terrain tires, among other elements.

With several enticing variants to come, the 2023 Sportage will help build Kia's reputation in electrification, while also strengthening the brand's commitment to building rugged and capable SUVs. Following in the footsteps of the Sorento, the Sportage will also be available in a hybrid version. Details on that and other powertrains will be revealed at a later date, while gasoline variants

are anticipated to go on sale in the U.S. in the first quarter of 2022.

DESIGN

A Balancing Act in Design Bearing all the elements of Kia's new "Opposites United" design philosophy, Sportage's distinctive appearance leaves a lasting impression with its contrasting but unified elements. Smooth, soft surfaces are offset by rugged,

BY THE NUMBERS

Wheelbase: 108.5 in.
Length: 183.5 in.
Width: 73.4 in.
Height: 65.4 in.
Engine: 2.5-liter four cylinder (187 hp target)
Transmission: Eight-speed automatic

sheer forms, combining off-road confidence with cutting edge modern cues. It's sleek and ready for anything.

INTERIOR

Inspired by high-end outdoor products, furniture, and modern architecture, the Sportage's interior is a new concept for Kia, transforming the cabin into a pleasant living space, complete with near-luxury, thoughtful features.

To further distinguish itself from the hot-selling Seltos and more clearly define its space in Kia's robust SUV lineup, the Sportage has gone from one of the smallest SUVs in its class to one of the largest. With best-in-class rear legroom⁷, rear passengers are greeted with a more relaxing space where they can feel good about kicking back.

Overall length is 7.1 inches longer than previous generation.