

CARGAZING

2023 KIA SPORTAGE

All-New Sportage Hits the Road

Kia's Popular Subcompact SUV Gets Fresh Design, More Spacious Dimensions

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 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.

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



MANUFACTURER PHOTO

trims allow drivers to venture further into nature with off-road ready features including all-terrain tires, among other elements. To that end, journalists will drive the new Sportage X-Pro this week on a specially designed course built to demonstrate its rugged capabilities and off-road prowess. From side slopes to steep descents and deep ruts, the Sportage will tread a variety of obstacles and challenges.

The 2023 Sportage MSRP starts at \$25,990 for the FWD LX model and tops out at \$36,790 for the AWD X-Pro Prestige model.

CAPABILITY

In developing a reputation for building rugged and capable SUVs, Sportage is available in the X-Line and all-new Sportage X-Pro trims. Both come standard with an Active AWD system and a unique tread-like stitching pattern on

unique and easy to clean SynTex synthetic leather seats.

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, sheer forms, combining off-road confidence with cutting edge

modern cues. It's sleek and ready for anything.

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 match the high-tech interior, the Sportage abounds with standard and available infotainment to

BY THE NUMBERS

Base Price: \$25,990
Wheelbase: 108.5 in.
Length: 183.5 in.
Width: 73.4 in.
Height: 65.6 in.
Engine: 2.5-liter four cylinder (187 hp, 178 ft-lbs)
Transmission: Eight-speed automatic
EPA Mileage: 25 city, 32 highway

keep drivers connected, confident, and informed of what's going on around them.

It comes with standard Android Auto and Apple CarPlay on all trims and is available with a 360-degree surround view monitor.

SPACE

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 legroom, 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 the previous generation, with a 3.4-inch longer wheelbase. It is also taller and wider by a half inch compared to the previous generation.