

# CARGAZING

2024 KIA SORENTO

## Head-Turning Style

PRESS RELEASE

**R**efusing to trail behind in the midsize three-row SUV segment, the refreshed 2024 Kia Sorento made its debut recently with a strikingly confident exterior redesign, an uplevel premium interior with next-generation technology, and a newly added X-Pro variant geared up for more thrilling outdoor excursions.

Infused with a number of innovative elements borrowed from the 2024 EV9, the 2024 Sorento seamlessly marries advanced technology and rugged appeal.

“The Sorento continues to be a key player in the success of our capable SUV lineup, and it’s notably credited as the pioneer that introduced the popular X-Line model series,” said Steven Center, COO and EVP, Kia America. “The newly added Sorento X-Pro brings it full circle, and with Kia’s latest tech and design refinements, we are confident the Sorento will not just lead the segment, but blaze ahead of it.”

### DESIGN

The Sorento’s confident stance was achieved by combining Kia’s “Opposites United” design philosophy with the concept of “Bold for Nature.” The upright front hood and squared off edges are reminiscent of the award-winning Telluride,



The newly revamped 2024 Kia Sorento borrows a number of technologies from the highly acclaimed EV9.

with its distinctive amber daytime running lights reimagined on the Sorento for a sleek and modern aesthetic.

Around back, vertical tail-lamps are unmistakably Telluride. From the EV9’s playbook, the Sorento boasts a broad and rectangular front grille, complemented by vertically stacked LED projector headlamps that emphasize the front end.

The constellation inspired Star Map lighting elements

in the front and rear lend the Sorento a futuristic edge, while the front and lower bumpers incorporate a wider skid plate garnish for extra rugged appeal.

### RUGGED FLAIR

The X-Line continues to add an extra dose of rugged flair. Upgrades include a center-locking differential, bridge-type roof rack, X-Line front and rear bumpers with a molded-in skid plate garnish, and a unique gloss-

black front grille with 20-inch gloss black wheels. X-Line emblems adorn the exterior and inside, leather-trimmed seatbacks are embossed with the X-Line logo.

For those seeking a great adventure, the X-Pro scales up its capability with standard 17-inch wheels offering a larger tire sidewall for standard BF Goodrich all-terrain tires, an ideal set-up for tackling more challenging trails. With increased towing

capacity up to 4,000 lbs., the X-Pro can tow<sup>1</sup> a travel trailer for an elevated camping adventure. X-Pro emblems inside and out signal the SUV’s presence.

### TECHNOLOGY

Following in the footsteps of the EV9, the Sorento is the second Kia to offer the brand’s next-generation, ultramodern Connected Car Navigation Cockpit (ccNC) operating system. This advanced system processes

### BY THE NUMBERS

**Wheelbase:** 110.8 in  
**Length:** 189 in.  
**Width:** 74.8 in.  
**Height:** 66.7 in.  
**Engine:** 2.5-liter four cylinder, 191 hp, 181 lb.-ft. torque  
**Transmission:** Eight-speed automatic  
**Estimated mileage:** Not rated yet

faster and in higher fidelity, with frequently used Quick Controls conveniently accessible with a swipe on the screen.

As part of the new system, the Sorento is now equipped to receive over-the-air updates. USB-C ports conveniently located throughout the cabin help ensure mobile devices stay charged for passengers in all three rows. Wireless Android Auto and Apple CarPlay are standard on all trims.

Adding to the list of tech upgrades is the available advanced ultrawide-band-based Digital Key 2.08, allowing customers to use their compatible Apple and Samsung smart devices or an NFC-enabled smart card as virtual vehicle keys to lock, unlock, and drive. This latest technology allows the driver to unlock the Sorento without having to hold their smartphone.