

## **Kia Motors Wins Autoblog's 2020 Technology of the Year Award**

*Autoblog Presents Annual Award at The Chicago Auto Show*

**Chicago, IL, February 6, 2020** -- Kia Motors America's (KMA)'s Blind Spot System was presented with [Autoblog's 2020 Technology of the Year](#) award today at the Chicago Auto Show. Autoblog's Technology of the Year award recognizes innovation in the automotive industry. Autoblog's team of expert editors looks for technologies that make consumers' lives better and improve their experiences in cars.

The Kia Blind Spot System uses a radar sensor and cameras to alert the driver while driving, giving unique viewability to blind spots and actively working to prevent the driver from getting into accidents. Working with the active crash avoidance feature, the system helps the driver maneuver safely. Autoblog's editors noted the creativity and effectiveness of Kia's Blind Spot System, and its overall impact in helping motorists.

"Our annual Technology of the Year award reflects Autoblog's forward-looking perspective," said Adam Morath, Autoblog Senior Director of Business Management. "It's all part of our effort to inform car buyers of the latest vehicle features to meet their needs."

"Kia's Blind Spot system is a clever feature that can help drivers understand their surroundings better. It improves situational awareness and offers different levels of feedback if the driver is straying from their lane. Our team found that it was easy to use and added another layer of security on the road," said Greg Migliore, Editor-in-Chief of Autoblog.

Autoblog's annual 2020 Technology of the Year Award is reviewed and selected by the editorial staff, who extensively tested the technologies in Michigan. Voters consider the significance of the technologies and how well they work in real-world conditions. Autoblog's Technology of the Year award program started in 2013.

To learn more, or apply for, Autoblog's annual Technology of the Year award please visit: <https://www.autoblog.com/award/>.

### **About Autoblog**

Autoblog is an American internet-based automotive news and car shopping website owned and operated by Verizon Media. With over 6 million visitors to the Autoblog website each month, Autoblog is a top destination for industry news, car reviews, and vehicle shopping tools. For more information, please visit [Autoblog.com](https://www.autoblog.com).