Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.

Brand Name	KIA sportage
Company	Lucky motors company limited
Category	Automotive - Cars
Market	
Rating Updated	17th Apr 2026

Brand Audit Summary for KIA sportage

Kia Corporation is a globally recognized automotive brand known for producing reliable, value-for-money vehicles with modern designs and strong warranty coverage. Founded in 1944, Kia has grown into a major player in the auto industry, focusing on innovation, fuel efficiency, and advanced safety features while maintaining competitive pricing across its lineup.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story
The Kia Sportage offers a balanced mix of modern design, fuel efficiency, and tech features, making it a strong choice for daily use, though base variants may feel underpowered.

Quality Score : 84.5%
strong build quality, reliable performance, and modern features, though not fully premium compared to luxury SUVs.

Familiarity : 95%
Very popular SUV globally and in Pakistan, widely recognized brand in automotive market.

Affordability : 84.5%
Positioned as mid-range SUV offering good features for its price, but not the cheapest in segment.

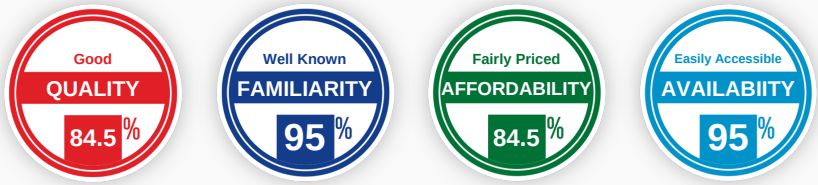
Availability : 95%
Available through Kia dealerships in major cities with growing service network.

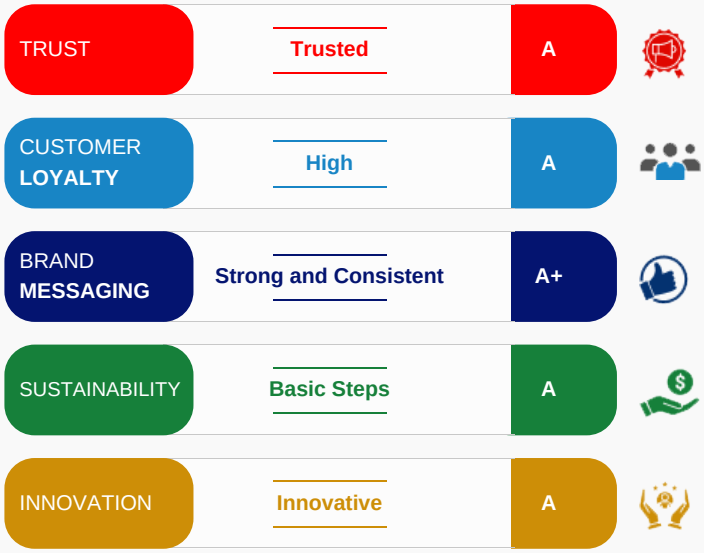
Trust : 84.5%
Strong global Kia reputation and improving reliability perception among consumers.

Customer Loyalty : 84.5%
Good repeat interest due to design appeal, comfort, and brand experience.

Brand Messaging : 95%

Overall Score **A** 88.00%





Brand Index Analysis

The Kia Sportage stands out for its bold styling, comfortable ride, and user-friendly technology. It delivers good fuel efficiency and practicality for families, though engine performance in base trims can feel modest. Overall, it offers strong value in the compact SUV segment with a solid balance of features, safety, and affordability.

Credit: This Report is auto generaated by brandsindex.org

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Clear focus on modern design, technology, and lifestyle-oriented driving experience.

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Sustainability : 84.5%
Kia is gradually introducing hybrid and eco-friendly models but not fully sustainability-led yet.

Innovation : 84.5%
Advanced digital cockpit, safety tech, and modern SUV design make it competitive in segment.

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