**Kia Motors becomes official automotive partner of**

**Segerstrom center for the arts**

***Irvine-Based Automaker Joins with Orange County’s Largest Non-Profit Arts Organization to Showcase All-New K900 Flagship Luxury Sedan***

* Multifaceted K900 launch extends with three custom-built vehicle displays throughout the Center’s campus and involvement with special events, including the Off-Center Festival, Movie Mondays and the annual Candlelight Concert
* The Center’s 600,000 annual visitors will have the opportunity to interact with and test drive Kia vehicles throughout the multi-year partnership

**IRVINE, Calif., June 30, 2014** – Patrons visiting the Segerstrom Center for the Arts will experience a new side of luxury as Kia Motors America (KMA) proudly introduces the all-new K900 rear drive luxury sedan[[1]](#endnote-1) in collaboration with the Center, which presents a wide variety of the most significant national and international productions of music, dance and theater to the people of Southern California on multiple stages. As Official Automotive Partner, Kia has built three custom K900 displays that will reside on the Segerstrom Center’s campus. Kia will also provide a complimentary K900 to aid in transporting artists and the Center’s community education staff.

Praised by the automotive press for “elegant yet dynamic exterior styling” and “a dizzying array of luxury features,” a recent certification by AMCI Testing[[2]](#endnote-2) revealed the Kia K900 V8 is Quieter, Smoother, and Better Riding Overall than the Audi A8 4.0T, the BMW 750i and the Lexus LS460.

“The K900 offers a modern and different twist on luxury, and partnering with the Segerstrom Center for the Arts will allow people from all over Southern California with a passion for the performing arts to see and interact with our new flagship sedan,” said Michael Sprague, executive vice president sales and marketing, Kia Motors America. “At Kia, we are committed to supporting the communities we call home, and our involvement with the Center is the latest extension of our efforts to create opportunities for engagement with the K900 and allow people to see for themselves why it challenges everything they think they know about luxury – and Kia.”

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In addition to the K900 displays, Kia also will have a significant presence at several of the Center’s hallmark events, including: the Off Center Festival, Arts & Business Leadership Awards Dinner, Movie Mondays and the annual Candlelight Concert fundraiser.

On all fronts, the all-new K900 continues to challenge the conventional trappings of vehicular luxury with the recent introduction of the new K900 iPad®[[3]](#endnote-3) app. Downloadable from iTunes®3, the free app takes viewers on an in-depth engagement into all the K900 has to offer. From its advanced technology to its stunning design, users are immersed through a unique 720-degree augmented reality experience that uses the iPad’s® internal gyroscope to provide a virtual window into the heart of the K900. Loaded with 12 computer-generated videos, customization tools and interactive features, the app also includes photo galleries, can help schedule a test-drive appointment and even allow users to receive a price quote from an authorized Kia K900 retailer.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900 flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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1. **\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

   2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. AMCI Testing Certified, comparably equipped MY 2014 vehicles; K900 VIP trim, Lexus LS 460 with optional air suspension. [↑](#endnote-ref-2)
3. iPad® and iTunes® registered trademarks of Apple, Inc. Normal cellular data rates apply. [↑](#endnote-ref-3)