**ONE-OF-A-KIND “KING JAMES EDITION” KIA K900 GOES UP FOR AUCTION TODAY TO BENEFIT THE LEBRON JAMES FAMILY FOUNDATION**

***Kia’s Luxury Ambassador and Star of the Fit for a King™ Campaign Auctions Customized K900***

***at Charitybuzz.com Beginning Today***

* Custom Pearl Red Metallic K900 has been driven by LeBron James and displayed inside Madison Square for the NBA All-Star Game in New York City
* Celebrity Auto Group lowered the ride height of Kia’s award-winning flagship and added 22” Custom Monoblock Wheels and Pirelli® Tires, Alcantara suede headliner, customized Lexicon® Logic 7® audio system, King James logos inside and out, and more

**IRVINE, Calif., April 23, 2015** – Kia Motors and its Luxury Ambassador, LeBron James, have teamed up with Charitybuzz to auction his customized Kia K900 sedan, with proceeds benefitting the [Lebron James Family Foundation](http://www.lebronjamesfamilyfoundation.org/). Working with Celebrity Auto Group, the philanthropist and star of Kia’s Fit for a King™ ad campaign personalized the one-of-a-kind K900 that is now available for fans to bid on at [Charitybuzz.com](https://www.charitybuzz.com/catalog_items/783700?preview=1) through 3 p.m. ET on May 7, 2015.

“I’m excited to share this custom car with the winning bidder and even more proud that all of the proceeds are going to help my Foundation continue its amazing work,” said LeBron James. "All of the proceeds raised will help us keep kids in school and give them an education that is extremely important for their futures.”

First unveiled at the 2015 NBA All-Star game at Madison Square Garden, the King James Edition K900 also made auto show appearances in Cleveland and New York in April. Select customization elements include Alcantara Suede interior and headliner, color-matched diamond contrast stitching throughout, Llumar® Ceramic window tint, customized Lexicon® Logic 7® audio system, personalized King James Limited Edition Plaque #01 and LBJ icons in the headrests.

“The K900 challenges everything people think they know about Kia, and the King James Edition takes on a new personality by showcasing LeBron James’ unique style,” said Tim Chaney, vice president of marketing communications, Kia Motors America. “We are proud that LeBron chose to drive a Kia, and to provide fans the opportunity to bid on the K900 and have the proceeds go to the LeBron James Family Foundation.”

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**About the LeBron James Family Foundation**

Founded in 2004, the [LeBron James Family Foundation’s](http://www.lebronjamesfamilyfoundation.org/) mission is to positively affect the lives of children and young adults through education and co-curricular educational initiatives. With its fundamental belief that an education and living an active, healthy lifestyle are pivotal to the development of children and young adults, the Foundation is aggressively implementing initiatives that have a real, meaningful impact in the lives of children across the United States. Staffed entirely by volunteers, including LeBron’s mother Gloria, wife Savannah James, and business partner Maverick Carter, the LJFF staff is dedicated to carrying out this mission. In 2011, in partnership with the Akron Public Schools, the LeBron James Family Foundation began working on the high school dropout crisis facing our community and launched its “Wheels for Education” program. This groundbreaking initiative targets third graders and provides them with the programs, support and mentors they need for success in school.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea, and in 2014 was the #1 ranked mainstream brand according to Strategic Vision’s Total Quality Index. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-2) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-3), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts 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. For media information, including photography, visit 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).

**\* 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.**

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1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-2)
2. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-3)