**KIA MOTORS RETURNS TO MOM 2.0 SUMMIT FOR SECOND STRAIGHT YEAR**

***Fast-Growing Automaker to Share World-Class Products and Discuss Trends at the Sold-Out Professional Conference for Influencers Who Create Content Online and On-Air***

* Over 700 leading bloggers, entrepreneurs and marketers can test-drive and create unique content with five of Kia’s award-winning vehicles
* Kia’s Kimberley Gardiner will share insights regarding content creation and social media partnerships in a panel discussion titled “A Candid Conversation about Collaborative Campaign Development”

**Irvine, Calif., April 27, 2016 –** Kia Motors America (KMA) returns this week as Presenting Sponsor and Official Transportation Sponsor of the Mom 2.0 Summit in Laguna Niguel, Calif., a forum intended for sharing ideas, developing creative digital content and highlighting unique programs and platforms that engage audiences, online and beyond. As a Southern California-based company, KMA looks to foster an open dialogue and build relationships with digital influencers while providing content creation opportunities featuring the brand’s world-class vehicles – many of which were designed in Orange County – and several national and local philanthropic partnerships representing Kia’s expanding corporate social responsibility efforts.

While at the summit, Mom 2.0 attendees can get behind the wheel of several Kia models, including the all-new 2017 Sportage CUV, the completely redesigned Optima midsize sedan, the award-winning Sedona minivan and Sorento CUV as well as the Soul Electric Vehicle.

“Mom 2.0 is truly unique in that it allows influencers and brands to talk openly about what’s next for content creators online and in the marketplace,” said Kimberley Gardiner, director of marketing communications, KMA. “As a company that never stops thinking about the future, the summit’s focus on family, social responsibility and digital engagement is a natural fit for Kia and we look forward to comparing notes and sharing ideas.”

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In addition to test-drives, Kia has enlisted one of its local philanthropic partners – The Ecology Center, a non-profit eco-educational center – to provide information and insights on a variety of important topics including sustainability and developing environmental solutions at home, the workplace and the community. Joining The Ecology Center in the Kia suite at Mom 2.0 will be the Pacific Marine Mammal Center, Girls Inc. of Orange County and B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Teen Pro-Active Driving School.

Mom 2.0 co-founder Carrie Pacini is excited to continue the strong partnership between the two brands. "Kia's return as one of Mom 2.0's premier sponsors speaks volumes about the growth of the parent media industry as well as Kia's continued brand evolution and smart engagement of the influencers and tastemakers," Pacini stated. "The participants who attend the Mom 2.0 Summit are creating vibrant, sustainable media businesses built around a narrative of parenting and family. The fact that Kia continues to engage this highly influential community shows their commitment to today's families, and how forward-thinking they are as a brand. We're honored to have Kia back with us this year as our Official Transportation Sponsor."

**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 set an all-time annual sales record in 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), 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 minivan, 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 15,000 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).

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**\* 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.**

**About Mom 2.0**

Mom 2.0 is the premier professional conference and gathering of influencers who create content online and on air in parenting, entertainment, food, politics, business, marketing, technology, social change, travel and design.

Every year, women leaders in media and business converge at the Summit to compare notes, discuss ideas, and forecast what’s next for women online and in the marketplace.

At both the Summit leaders’ conference and throughout the year, Mom 2.0 features educational programs, social gatherings, inspiration and communications, through events, video, newsletters, blogs and a variety of social media.

**About The Ecology Center**

The Ecology Center in San Juan Capistrano is an educational center that engages individuals, families, and students in fun, hands-on activities that teach practical, environmental solutions at the household and community level. The Ecology Center seeks to bring all members of the community together in a solutions-based educational setting to inspire and create a healthy and abundant future for all of Southern California. The Center highlights empowering and cutting-edge environmental perspectives that can be applied to the way we live our lives, making it possible for us to coexist with a thriving environment.

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