

Embargo: 17:00 (CET) 23rd September 2009

Kia Soul wins at Towcar of the Year Awards

The Kia Soul has made it into winning ways once more – this time taking a class victory in the 2010 Caravan Club Towcar of the Year Awards, announced today.

The Soul was victorious in the highly competitive under £16,000 category.

Entrants to Towcar of the Year awards are tested at Millbrook Proving Ground by a number of specialist motoring judges. Evaluations cover the towing ability, acceleration, braking and capability with demanding hill starts.

Then, a team of caravan specialist judges take to the controls and assess the vehicles suitability in everyday caravanning situations.

The judges said of the Kia Soul; 'The Soul Shaker gives a spirited performance, has a usable bodyshape and promises low running costs', adding that 'As a towcar for small caravans or trailer tents, Kia's hatchback is a worthy winner'.

Kia Motors (UK) Ltd. Managing Director, Michael Cole, said of the award; 'Kia Motors has great history in the Towcar Awards, with Sorento having taken a number of category wins over the years. But now Kia Soul has provided towing fans with something stylish and capable to tow with. We're pleased that Soul could take up the mantle and move forwards in such style'.

With prices starting at £10,495, the Kia Soul has braked and unbraked towing capacities of 1,300 kg and 550 kg respectively, with a ball weight of 52 kg.

The Kia Soul was first seen in production form at the Paris Motor Show in 2009, before going on sale in the UK in early 2010. The fresh-looking car was created by design teams in the US, Germany and Korea, with the deliberate aim of creating a unique looking, emotionally inspired car that appealed to a wide range of customers. In the UK, Kia Motors managed to sell 1,000 cars within 100 days of its launch. Current sales are now over 1600 since the car went on sale early this year.

– Ends –

Note to editors:

For further information on Kia please visit www.kia-media.co.uk or contact:

Stephen Kitson	Communications Director
Direct dial	01932 832075
E-mail	skitson@kia.co.uk

Sue Mulcaster	Senior Press Officer
Direct dial	01932 832073
E-mail	smulcaster@kia.co.uk

Jon Walsh	Senior Press Officer
Direct dial	01932 832071
E-mail	jwalsh@kia.co.uk

Anne Almeida	Press Officer
Direct dial	01932 832072
E-mail	aalmeida@kia.co.uk