



News

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Kia Motors hands over vehicle fleet for Copa America 2011

- **55 Kia vehicles to ensure smooth and safe official transportation during the month-long event**

June 23, 2011 -- Kia Motors, a maker of quality vehicles for the young-at-heart, conducted a handover ceremony today at La Plata Stadium in Argentina for the supply of a fleet of official vehicles to ensure the smooth and efficient transportation of teams, officials, delegates and official VIP visitors from all over the world during the upcoming Copa America 2011.

“Kia Motors is delighted to play an important part in the upcoming Copa America 2011 in Argentina,” said Jang-Won Sohn, President of the Central & South America Regional HQ, Kia Motors Corporation, who was in attendance at the handover ceremony. “Being involved actively in football marketing is an integral part of our vision to become a formidable player on the global automotive stage. We have made a strategic effort to boost our young and energetic brand identity and elevate Kia’s global brand awareness to the next level by ramping up our presence in major sports sponsorships.”

As the ‘Official Automobile Sponsor’ of the Copa America 2011, Kia is supplying 55 official vehicles from its wide-ranging model line-up to the Local Organizing Committee for the Copa America 2011 including the all-new Sorento SUV, Soul urban crossover vehicle, dynamic compact Cerato sedan, compact Carens MPV and spacious Carnival MPV.

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At the handover ceremony, Local Organizing Committee president José Luis Meiszner said, "With just 8 days remaining until the opening match of the Copa America 2011, the provision of official vehicles is one of the key pieces of the puzzle in ensuring that this long-awaited event will be a success. As a maker of stylish, comfortable and reliable vehicles, Kia Motors' contribution in this regard will go a long way toward ensuring the safe and convenient transportation of Copa America 2011 related individuals and VIPs throughout the duration of this year's tournament."

In addition, Kia is activating global promotional campaigns called 'Champ into the Arena' and 'Lucky Drive to Copa America'. Kia Champ into the Arena is a five-a-side amateur soccer competition that will bring the 12 winning teams from participating countries to Buenos Aires, Argentina to play in the world final round. Lucky Drive to Copa America is a program giving customers in 10 participating countries a chance to win an all-expense paid trip to Mendoza, Argentina for semi-final match viewing and sightseeing tour.

Kia Motors Corporation has signed strategic sponsorship agreements with UEFA and FIFA that covers international competitions hosted by the associations, including EURO 2012 and 2016 as well as the 2014 FIFA World Cup.

Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Over 2.1 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 44,000 employees worldwide and annual revenues of over US\$20 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.