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News

FOR IMMEDIATE RELEASE

Kia Motors releases images of new compact production vehicle for Korean market

- **Kia Ray compact (A-segment) vehicle to offer practicality, individuality and innovative design**
- **Korean market-exclusive vehicle combines fuel economy with spacious and highly versatile interior**

(SEOUL) November 9, 2011 -- Kia Motors Corporation today released the first official images of its all-new Kia Ray compact vehicle, which will be sold exclusively in the company's home market of Korea.

The Ray city car provides consumers with economical motoring and a spacious and highly versatile interior, while standing out from the crowd thanks to its striking box-type exterior design. Powertrain options will be announced closer to launch.

Taking its name from the English word meaning 'a beam of radiant energy or light,' Ray features a simple, modern silhouette and distinctive exterior, plus maximized interior space for both passengers and cargo.

From the front, Ray combines Kia's signature radiator grille with unique headlamps and LED daytime running lights, creating a bold and confident appearance. In profile, Ray's unique side glass configuration enhances the vehicle's individualistic aesthetic appeal.

Ray's sliding passenger side rear door not only enables easier passenger entry and exit in tight parking spaces, but also provides for a wide, unobstructed side opening for maximum cargo utility.

From the rear, Ray presents a wide and stable stance, highlighted by prominent LED rear combination lamps and vertically positioned bumper reflectors.



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. Over 2.1 million Kia 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.