



# News

## FOR IMMEDIATE RELEASE

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### **Kia reveals all-new 'K9' flagship sedan for Korean market**

- **All-new model completes Kia's 'K'-series range in the Korean market**
- **Combination of Kia's 'best of the best' design, driving performance and new technologies**

**(SEOUL) February 28, 2012** – Kia today revealed the first official photographs of its all-new flagship sedan to be launched during the first half of this year in the Korean market. Referred to by its codename 'KH' until now, the company also confirmed that the Korean market name will be 'K9' – while the name for export markets, as well as overseas launch timings, will be revealed later this year.

K9 is Kia's first rear-wheel drive sedan. It boasts Kia's 'best of the best' design, driving performance and high technology capabilities and is regarded as one of 2012's most eagerly anticipated all-new models in both Korean and overseas markets.

This model's Korean market name, K9, will complete Kia's domestic market 'K' series range of passenger cars, whose members also include the front-wheel drive K5 (Optima in overseas markets) and K7 (Cadenza in overseas markets) sedans.

The letter 'K' represents not only Kia and the company's home country of Korea, but also refers to the Greek word 'Kratos' (meaning powerful, domination and reign) and the English word 'Kinetic' (meaning active, dynamic).

The 'K' series trio of sedans is a strong statement of Kia's determination to offer consumers the broadest product line-up and establish itself as a major presence in the global automotive industry through ceaseless innovation and technological developments.

The K9's exterior gives solid form to the recently released sketches of the new model, and presents its design concept, 'high-tech luxury sedan' image, with futuristic, sophisticated and distinctive charisma.

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K9 is the latest continuation of Kia's evolving design DNA, carrying its family-look radiator grille, bold 'high-tech luxury car' style LED headlamps, with classic design echoes in its voluminous hood. Viewed from the front, K9 presents an imposing and characterful image.

Furthermore, the sophisticated and bold profile with its simple but strong character line and the innovative and stable rear view with its high-tech LED combination lamps, luxurious chrome garnish and bumper-integrated muffler, completes the parameters for whole new level of luxury car design.

Soon-Nam Lee, Director of the Overseas Marketing Group, said, "K9 is our first rear-wheel drive large sedan, created without compromise in its design, driving performance and new technologies. K9 sets a whole new level of standards and values in the large sedan segment, and its design will be another Kia demonstration of our brand's power to surprise the world."

*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 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 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.*

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