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News

FOR IMMEDIATE RELEASE

Kia Rio mobile application bestowed “best of the best” distinction by red dot

- iPad App offers truly immersive exploration of Kia’s popular B-segment vehicle
- 7th red dot award for Kia since 2009

(SEOUL) June 26, 2012 – In recognition of the excellent design quality of the all-new Rio iPad application, Kia Motors Corp. has received the highly sought-after “best of the best” award in the communication design category from red dot, one of the largest and most-acclaimed international design competitions.

Renowned experts from all over the world formed the red dot jury in 2012. In a process lasting several days, they evaluated every single one of the 6,823 entries. Every year, a few works stand out from the overall pool of high-quality submissions and are awarded the “red dot: best of the best” distinction. This year, the red dot jury assigned only 63 such distinctions for exceptional creative achievements.

Released last November and designed for both the European and General Markets (Central and South America, Caribbean, Asia (excluding China and Korea), Pacific, Middle East and Africa), the all-new Rio app is Kia Motor’s second e-publication installment. Users can enjoy a truly immersive experience while exploring the popular B-segment Rio’s sporty and dynamic design, smartly styled interior, innovative convenience features and eco-friendly powertrains. The e-publication boasts a multitude of engaging content that work together to create a true sense of discovery including 360° exterior/interior views, customization tool to view available colors and wheel options, 3D intro movie, photo & video gallery, and Kia company and design story content.

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The app is available for download in the iTunes app store for free.

“All creative achievements that have been successful in the ‘red dot award: communication design 2012’ won over the international jury of experts. Success among thousands of submissions from 43 countries provides the proud winners worldwide visibility to position themselves in the best way,” says Dr. Peter Zec, founder and CEO of red dot. “The distinction generates an important competitive advantage as it is an impressive sign of having competed with the most creative minds in the industry,” he adds.

All of the award-winning works will be on display at the special exhibition “Design on stage – winners red dot award: communication design 2012” in the Alte Münze Berlin (Germany) from 25 until 28 October 2012.

Kia Motors has undergone one of the most dramatic design transformations ever seen in the auto industry and has been a mainstay at the red dot competition in recent years. Since 2009, a total of six Kia vehicles have been honored in the “red dot: product design” category, with the Rio and A-segment Picanto winning awards earlier this year.

The red dot design award is one of the world’s largest design competitions. The Design Zentrum Nordrhein Westfalen started honoring excellent design in 1954, when it was called Industrieform e.V. Since then, the sought-after red dot established an internationally recognized seal of quality and is now awarded in three different disciplines. For further information, please also visit www.red-dot.de/press.

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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.