

Media Contact:

Michael Choo

General Manager, Overseas PR Team

Tel: +82-2-3464-5663 E-mail: mjc@kia.com

**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors introduces advanced In Vehicle Infotainment through Android AutoTM**

* **Android AutoTM debuts in Kia Soul demonstration vehicle at Google Developers Conference**

**(SEOUL) June 26, 2014** – The Open Automotive Alliance (OAA) – a consortium of auto and technology industry leaders of which the Hyundai Motor Group is a founding member – introduced today Android AutoTM**,** allowing drivers to easily access many of the features found in their Android-powered smartphones through the instrument panel’s touchscreen.

The Kia In Vehicle Infotainment (IVI) integration solution is one of the first products to emerge from the OAA. Kia is targeting to offer its IVI system with Android Auto in select models starting in 2015 as part of the UVO Premium Navigation system.

“The ability to ‘project’ the smartphone’s applications and functionality has been a strong customer demand that we aspired to address,” said Paul Choo, director, Silicon Valley Accelerator Lab. “The goal is to provide a smarter and safer way to use smartphone technology while offering the freedom our mobile devices give consumers today. Kia’s IVI system will help us reach that goal.”

On display today at Google I/O, Google’s annual developer conference in San Francisco, California, Kia’s advanced IVI system was demonstrated via the eight-inch touchscreen found in the new Soul urban utility vehicle. As expected with any Kia vehicle, the technology is intuitive and easy to use. After connecting an Android phone through the Soul’s standard USB connection, drivers are able to “project” their Android-powered smartphone onto the Soul’s in-dash display, giving them access to apps and services which have been optimized for the vehicle with voice input and controls that are viewable at a glance.

Users will instantly recognize their basic Android phone applications, such as messaging, phone, Google Play Music and Google Maps upon connecting their Android phone to their Kia vehicle. Third party audio apps including Stitcher Radio for Podcasts, iHeartRadio – Internet Radio and NPR will also be offered through the user’s Android smartphone.

**\*\*more\*\***

The IVI announcement comes on the heels of the latest generation of UVO eServices enhancements. Available now in the 2015 Soul, UVO eServices now offers four new features: Geo-fencing, Speed Alert, Curfew Alert and Driving Score. Many more technologies for comfort and convenience are featured in the new UVO system, including Local Search – powered by Google – for finding locations, addresses and points of interest. Sirius XM Travel Link , offering access to traffic, weather, fuel prices, sports scores, stock information and movie times, makes the Soul the perfect companion for those who live their lives on the road with family and friends.

**Editor’s notes:**

\* All UVO references in this press release are currently applicable to the U.S. market only.

**About Kia Motors Corporation**

*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 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

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