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**NEWS**

**FOR IMMEDIATE RELEASE**

**Bold and sophisticated styling for third generation Kia Sorento**

**(SEOUL) July 29, 2014** – The all-new third generation Kia Sorento will be unveiled in Korea next month, featuring bold, swept-back exterior styling.

The new model sports a lower roofline, higher beltline, more muscular stance, rounded shoulders at the rear, and deeply sculpted body surfaces. Together with a larger, more upright ‘tiger-nose’ grille, these design changes raise the aesthetic sophistication of Kia’s best-selling SUV.

Styled at Kia’s design studios in Korea, Germany and the USA, the new Kia Sorento will be showcased in Korea at the end of August, and is due to make its world motor show premiere on Thursday 2 October at the 2014 Paris Motor Show.

Click on the following link to view a short video of the third generation Sorento being rendered at Kia’s design studio in Korea: <http://youtu.be/tF_2eHpCrOo>.

**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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