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**NEWS**

**FOR IMMEDIATE RELEASE**

**‘X-Men’ inspired Kia Sorento to debut at the Australian Open 2015**

* **Striking ’Kia X-Car’ produced in collaboration with Twentieth Century Fox Home Entertainment**
* **Fans to guess the X-Men character behind Kia’s latest model on the Kia Facebook page**
* **Grand Slam Champion and ‘Superhuman’ Kia brand ambassador Rafael Nadal to unveil the ‘Kia X-Car’ at Australian Open 2015**

**(SEOUL) November 21, 2014** – Kia Motors today announced details of a new collaboration with Twentieth Century Fox Home Entertainment to promote *X-Men: Days of Future Past* on Blu-ray, DVD and Digital HD and Kia’s sponsorship of the Australian Open 2015.

The partnership with Fox will see the unveiling of a special X-Men-inspired all-new Kia Sorento one week before the first major tennis championship of 2015 – with Kia’s ‘superhuman’ brand ambassador, tennis star Rafael Nadal, revealing the car.

In the run-up to the unveiling of the one-off model, Kia Motors is inviting fans of the X-Men franchise and the Korean car manufacturer to guess which X-Men character has inspired the car’s unique design. Visitors who go to the Kia Motors Facebook page at <http://bit.ly/KiaXmen> can guess from four iconic X-Men characters: Storm, Wolverine, Mystique and Magneto. Fans guessing correctly will be entered into a prize draw to win a DVD copy of *X-Men: Days of Future Past*.

Kia will release a video on its Facebook page and YouTube in mid-December, showing Rafael Nadal teaming up with the X-Men and taking on the Sentinels – the robotic antagonists from the latest film in the X-Men franchise– who are threatening the Australian Open 2015. To save the first Grand Slam tournament of the year, the X-Men and Nadal are helped by a ‘Kia X-Car’, which leads the attack against the Sentinels.

After its unveiling, the ‘Kia X-Car’ will be on show at Melbourne Park throughout the tournament, which takes place from 19 January to 1 February 2015. The car will then be showcased in various international motor shows for the fans.

The all-new Kia Sorento was unveiled to the world earlier this year, boasting a unique blend of style, practicality and technology, and building on the success of the outgoing model. The new model is quieter and more refined than ever before, with a higher quality interior, smoother ride and handling, and a range of new technologies. Already on sale in Korea, the all-new Kia Sorento will go on sale in overseas markets in early 2015 – if it survives its fight with the Sentinels.

To find out more about the unique ‘Kia X-Car’, visit Kia Motors on Facebook: <http://bit.ly/KiaXmen>.

**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.*

**About Twentieth Century Fox Home Entertainment**

*Twentieth Century Fox Home Entertainment is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third party partner film and television programing. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™ and Digital HD™. Twentieth Century Fox Home Entertainment is a subsidiary of 21st Century Fox.*

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