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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors America to reveal concept at Chicago Auto Show**

**(SEOUL) January 29, 2015** – Kia Motors America will unveil an advanced and capable electric all-wheel drive (e-AWD) concept vehicle at the upcoming Chicago Auto Show. This bold off-roader was conceived by Kia’s California design studio and built for city dwellers seeking the ultimate urban escape. Intended to enable a wide array of outdoor activities from skiing and snowboarding, to camping, hiking and mountain biking, this rugged runabout captures the essence of adventuring at higher elevations with the promise of surefootedness in the wild.

Kia’s newest concept will be revealed on the Kia stand Thursday, February 12 at 9 AM.

**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 3 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 49,000 employees worldwide and annual revenues of nearly US$45 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.*