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**NEWS**

**FOR IMMEDIATE RELEASE**

**Elegant energy – Kia to show new concept car at Geneva**

**(SEOUL) February 10, 2015** – Kia Motors Europe will exhibit a stylish new concept car at the 85th Salon International de l’Automobile in Geneva on 3 March 2015.

This new D-segment model is the 11th concept car created by Kia’s European design studio in Frankfurt, Germany. With confident, powerful lines which sweep elegantly from Kia’s hallmark ‘tiger-nose’ grille towards the rear of the vehicle, Kia’s new concept car embodies modern design and refined, understated energy.

The concept has been created as a spacious and versatile accessory to an active lifestyle, as a purposeful, energetic design study for the style-conscious, and as a sanctuary from the stresses of the modern world.

**About Kia Motors Europe**

***Kia Motors Europe is the European sales, marketing and service arm of the Kia Motors Corporation. With its headquarters in Frankfurt, Germany, it covers 30 markets in Europe.***

**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.*

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