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**NEWS**

**FOR IMMEDIATE RELEASE**

**Sporty Kia cee’d GT Line launched with new engine and dual-clutch transmission**

* **GT Line models blend the looks of the sporty cee’d GT and versatility of the conventional cee’d, inside and out**
* **Debut for Kia’s all-new three-cylinder 1.0-litre T-GDI engine**
* **More power and torque and fewer emissions from 1.6-litre CRDi diesel**
* **Improved fuel consumption and emissions from new seven-speed DCT**
* **Kia cee’d GT Line available across Europe in Q4 2015**

**(SEOUL) February 20, 2015** – Kia Motors Europe will unveil a new Kia cee’d ‘GT Line’ specification at the 85th Salon International de l’Automobile in Geneva on 3 March 2015.

In addition to a range of visual upgrades, the new cee’d GT Line signifies the arrival of Kia’s all-new downsized 1.0-litre T-GDI (turbo gasoline direct injection) engine and new seven-speed dual-clutch transmission in Europe.

**The look of the GT, the versatility of a conventional cee’d**

The new GT Line offers buyers the sporty looks of the high performance Kia cee’d GT and pro\_cee’d GT and the versatility of the conventional cee’d model family. The GT Line specification is available on all three cee’d body types – five-door cee’d, three-door pro\_cee’d and cee’d Sportswagon.

The exterior of the GT Line evolves the design language of the cee’d GT, with ice-cube LED daytime running lights and deeper bumpers surrounding Kia’s hallmark ‘tiger-nose’ grille. At the rear of the car, both the cee’d hatchback and pro\_cee’d include the wider GT bumper and twin exhausts, while the Sportswagon is fitted with dual exhausts and a subtle rear diffuser. All GT Line models are fitted as standard with the GT model’s eye-catching side sill mouldings and rear LED light units, and a stylish new 17-inch alloy wheel design.

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The interior of the cee’d GT Line has been uprated with a higher quality, sportier ambience, inspired by the cabin of the turbo-powered cee’d GT and pro\_cee’d GT models. The GT Line boasts a classy, new grey, white and black upholstery with grey stitching; a series of GT Line logos throughout the cabin; and the same piano black and leather steering wheel and aluminium alloy pedals fitted to Kia’s high-performance GT models. The dashboard is also equipped with a new aluminium start-stop button, GT-inspired centre fascia design, illumination for the USB and aux-in ports and new chrome trim around the air vents and power window switches.

**Debut for Kia’s downsized 1.0-litre T-GDI three-cylinder engine**

For the launch of the cee’d GT Line, Kia is introducing its all-new 1.0-litre ‘T-GDI’ engine, a downsized, three-cylinder power unit engineered to improve fuel consumption and emissions while offering strong, willing performance and immediate responses to driver input. This is the first of Kia’s upcoming range of downsized engines to make its debut in Europe.

The 1.0-litre T-GDI engine produces 120 ps and 172 Nm torque, and has been engineered to deliver lower CO2 emissions than the 1.6-litre GDI engine found in other cee’d models, pending final homologation closer to the GT Line’s launch. The 1.0-litre cee’d GT Line is also equipped with Kia’s fuel-saving Idle Stop & Go system as standard, improving emissions and fuel economy in traffic, and is available with a six-speed manual transmission.

Kia’s new turbocharged engine, developed in-house at the company’s Namyang R&D centre in Korea, features a high-pressure direct injection system, advanced engine cooling and an integrated exhaust manifold for cleaner emissions and efficient packaging.

Immediate engine response and highly-efficient combustion were cornerstones of the engine’s development, fulfilling Kia’s sustainable engine downsizing strategy. The all-new 1.0-litre T-GDI engine will be fitted to other vehicles in Kia’s European model line-up in future.

**More powerful and efficient diesel engine**

The cee’d’s 1.6-litre CRDi diesel engine has also been upgraded for its application in the new GT Line variant, with power increased from 128 to 133 ps and torque from 265 to 285 Nm. With the small increase in performance, the engine’s full torque is now available from lower engine speeds for more effortless acceleration under all road conditions.

Despite the increase in power and performance, however, CO2 emissions are expected to fall slightly once the homologation process is complete.

**All-new seven-speed dual-clutch transmission**

The new cee’d GT Line features a second new technology debut for Kia, with the arrival of the brand’s all-new seven-speed dual-clutch transmission (DCT). Available on GT Line models equipped with the 133 ps 1.6-litre CRDi diesel engine, Kia’s new DCT is capable of handling torque outputs up to 300 Nm – higher than the six-speed torque-converter automatic transmission it replaces for application in the cee’d GT Line.

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Like the new 1.0-litre T-GDI power unit, Kia’s new DCT has also been developed in-house and has been engineered with low fuel consumption and a sporty driving feel when in manual mode, and with comfort and smoothness when left in automatic mode.

Drivers specifying the new DCT for their cee’d GT Line will benefit from faster gear changes than a traditional automatic transmission, as well as lower running costs. It is anticipated that the new DCT will offer lower emissions and higher fuel economy compared to the outgoing six-speed automatic gearbox.

Kia’s R&D teams have targeted a three to five per cent improvement in acceleration (0 to 100 kph) and five to seven per cent improvement to fuel efficiency. After the cee’d GT Line, the new seven-speed DCT will be available on a number of Kia models in future, with similar gains expected in fuel efficiency and performance depending on its application in different models.

**Kia cee’d GT Line on-sale in Q4 2015**

The Kia cee’d GT Line will be available from Kia dealers across Europe in Q4 2015, offering the company’s unique 7-Year, 150,000 km warranty as standard.

Designed and engineered in Europe, the Kia cee’d family – incorporating the hatchback, wagon and pro\_cee’d – continues to be manufactured at Kia’s production facility in Žilina, Slovakia. With 75,960 units sold across Europe in 2014, the cee’d remains one of the brand’s bestselling models across the region.

**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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