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**NEWS**

**FOR IMMEDIATE RELEASE**

**Dynamic energy: The next-generation Kia Sportage**

**(SEOUL) August 17, 2015** – Kia Motors will reveal its all-new Kia Sportage for the first time globally on 15 September at the 2015 Frankfurt International Motor Show.

Entering its fourth-generation, the all-new Sportage features a bold, progressive design, which exudes power and agility from every angle. The dynamic compact SUV styling creates visual harmony out of the tension between bold, precise feature lines and dramatically-sculptured bodywork.

Inside, the all-new Sportage marries simple, modern style with rich material quality for Kia’s most refined, highest-quality cabin to date.

With the design of the new model led by the brand’s European design centre – located in Frankfurt – the all-new Sportage represents the future face of Kia.

**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 180 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.*