



Media Contact:  
Michael Choo,  
General Manager, Overseas PR Team  
Tel: +82-2-3464-5663 E-mail: mjc@kia.com

## **NEWS**

### **FOR IMMEDIATE RELEASE**

#### **Purposeful design for all-new Kia Cadenza**

- **Sharper, more defined styling for Kia's full-size sedan**
- **Distinctive, European-inspired looks with a sleek, elongated silhouette**
- **Bold new model maintains the progressive image of existing Cadenza, promising greater refinement and luxury**
- **On sale in overseas markets in 2016**

**(SEOUL) November 24, 2015** – Kia Motors has today revealed the updated exterior styling of the Korean domestic market all-new Kia Cadenza (known as 'K7' in Korea) in the first official photos of the new model. The all-new Cadenza boasts a purposeful new design and will feature high levels of interior quality and contemporary luxury when it goes on sale in overseas markets in 2016.

The next-generation Cadenza maintains the progressive, contemporary image of the current model, and the sharper, more defined lines and wider, lower stance give the new model a modern and thoroughly distinctive new look – with key design elements ensuring the new Cadenza remains recognizable as a Kia.

Inspired by European luxury sedan styling, the all-new Cadenza's long bonnet, gently rising shoulder line and swept-back roofline give the car a sleek, elongated silhouette. The window-line tapers slightly as it draws towards the back of the cabin, and kicks up sharply as it meets the C-pillar, giving the Cadenza a more purposeful, 'lean-forward' stance.

At the front of the car, a new reinterpretation of Kia's signature 'tiger-nose' grille, sharp wraparound LED headlamps, and muscular fenders give added confidence and definition to the design. Distinct lines characterize the rear of the car, with squared-off bumpers, wide LED lamps joined by chrome detailing, twin exhausts and bold styling lines serving to emphasize the car's width and convey a more assertive appearance.

**About Kia Motors Corporation**

*Kia Motors Corporation ([www.kia.com](http://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.*

*For more information about Kia Motors and our products, please visit our Global Media Center at [www.kianewscenter.com](http://www.kianewscenter.com).*

###