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NEWS

FOR IMMEDIATE RELEASE

Kia reveals first images of all-new Niro Hybrid Utility Vehicle

- **Exclusive first images of Niro HUV illustrates sporty and versatile design**
- **Niro HUV world premiere set for Chicago Auto Show in February 2016**
- **Dedicated hybrid powertrain specifically developed for all-new model**

(SEOUL) January 12, 2016 – Kia has today unveiled the first official images of the sporty and versatile Niro – an all-new Hybrid Utility Vehicle (HUV) that's set to add a fresh dimension to the global compact SUV market.

The styling of the Niro was led by Kia's design centers in California, USA and Namyang, Korea and incorporates the practicality and aesthetic allure of a compact SUV, with a sleek, aerodynamic body and subtly sculptured surfaces.

Highlighting the raised rear haunches that endow the HUV with an athletic stance, the image also reveals high-mounted LED taillights that complement an uncluttered rear end. The slim character line and rear windows emphasize the car's sleek profile, while allowing greater room for the Niro's muscular wheel arches.

The all-new Kia Niro is the first model to be based on Kia's new dedicated eco-car platform, and the HUV is set to achieve a sub-90 g/km CO₂ emissions rating (combined, based on the New European Driving Cycle) thanks to its all-new downsized gasoline-electric hybrid powertrain.

The Niro HUV will be unveiled to the world for the first time at the 2016 Chicago Auto Show in February, and will demonstrate the considerable steps the brand has made in delivering comfortable, fun-to-drive vehicles that lead the way in low-emission motoring.

Editor's note: All technical data contained in this press release are expected targets, pending further development and homologation. All figures are subject to change.

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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.

For more information about Kia Motors and our products, please visit our Global Media Center at www.kianewscenter.com.