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# NEWS

## FOR IMMEDIATE RELEASE

### **Coveted design awards for all-new Kia Sportage and Optima**

- **iF Design Awards for new compact SUV and mid-sized sedan**
- **Kia awarded prestigious design award seven years in a row**

**(SEOUL) January 29, 2016** – Kia Motors has been awarded two new awards to add to its growing collection of prestigious prizes for the outstanding design of its cars. Both of the Korean brand's newest models – the Kia Sportage compact crossover and Kia Optima sedan – have received prestigious iF Design Awards, making 2016 the seventh year in succession that Kia has won this coveted prize.

The new generations of both the all-new Optima and Sportage are going on sale globally during the first quarter of 2016, but have already received awards in iF Design's 'Product' category. As well as overall design quality, the independent jury evaluated the cars on their finish, innovation, environmental impact and safety.

Steffen Cost, Managing Director (COO) of Kia Motors Deutschland, commented: "We are delighted to accept these awards for the all-new Kia Sportage and Optima as proof of our design teams' consistent efforts to develop prize-winning designs. The new Sportage features a distinctive new face, and the elegant Optima sedan highlights other, different facets of Kia's design. These are important flagship models for us, clearly demonstrating the design-led transformation of the Kia model range in recent years."

With the latest generation of the Sportage, Kia has created an innovative, highly developed compact SUV, with a powerful new exterior design. Its redesigned, high quality interior combines modern elegance with high-quality materials and practical features, and offers owners the latest comfort, connectivity and safety technologies. A revised and extended range of engines results in greater efficiency and performance, while ride comfort and handling are also enhanced. The Kia Sportage is now available with a new 'GT Line' specification for the first time, aimed at customers seeking a more dynamic driving experience and looks to match. Just as versatile as the standard Sportage upon which it is based, the GT Line model offers the same practical qualities, but stands out on account of its sporty appearance and even more engaging driving characteristics.

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Dynamic appearance and striking design also characterize the all-new Kia Optima sedan, which heralded the start of Kia's design-led transformation when it went on sale globally from 2010. The new model retains the dynamic image that has made the Kia Optima one of Kia's international bestselling models, with modern surface details, sharp styling lines, and a long, lean silhouette giving the car an even bolder on-road presence than its predecessors. The Optima boasts a spacious, high quality interior, the latest connectivity technologies and driver assistance systems, an engaging drive with high levels of driving comfort and a range of efficient powertrains.

### **The iF Design Award**

Since it was launched in 1953, the annual iF Design Award has become one of the world's most important prizes for excellence in design. The award has its origins in the 'Formgerechte Industrieerzeugnisse' (Good Industrial Design) product shows initiated by Germany's Hannover Messe, and is now one of the world's largest and most prestigious design competitions.

The iF Design Award is presented across seven disciplines. In 2016, companies from 53 countries participated in the iF Design Awards, submitting a total of 5,295 new designs. Kia's latest models were honoured in the 'Automobiles/Vehicles/Bikes' category.

The official presentation ceremony for the 2016 iF Design Awards will take place on 26 February 2016 at the Munich Creative Business Week. A selection of the winning products will also go on display at a special iF Design exhibition in Hamburg's HafenCity. Additionally, all winners can be seen on the iF Design website, [www.ifdesign.de](http://www.ifdesign.de), and can also be viewed on the iF Design smartphone app.

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### **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 over 50,000 employees worldwide and annual revenues of nearly US\$44 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).*