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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia reveals vehicle line-up for UEFA EURO 2016™**

* **Kia provides fleet of 447 vehicles for European Championships**
* **Korean manufacturer is official tournament automotive partner**

**(SEOUL) May 31, 2016** – Kia Motors Corporation is supplying hundreds of vehicles to UEFA (Union of European Football Associations) to assist in the running of the forthcoming 2016 UEFA European Championship. The vehicle handover ceremony was conducted today at the Saint-Denis stadium in France, ahead of the start of the UEFA EURO 2016™ tournament on 10 June.

As an official sponsor of the quadrennial tournament, Kia Motors has supplied a fleet of 447 vehicles to transport national football teams, referees, officials, delegates and VIPs during UEFA EURO 2016™. More than 80 delegates from Hyundai-Kia Motors and UEFA took part in the ceremony in Saint-Denis.

As the official automotive partner of EURO, Kia is providing tournament vehicles to the Organizing Committee. The 447-strong fleet includes the Sportage crossover, Optima sedan, Sorento SUV, Carens compact MPV, Soul urban crossover and the Europe-exclusive cee’d model family.

In addition to the official vehicle fleet, Kia has also launched its ‘Kia Roadside Assistance Team’, providing 24/7 support throughout UEFA EURO 2016™. Kia’s will provide a range of services to ensure the safety and convenience of drivers and passengers of all its official vehicles.

At the vehicle presentation ceremony, Guy-Laurent Epstein, UEFA Events SA, Marketing Director, commented, “Thanks to our partnership with Kia Motors since 2008, the UEFA European Championship has continued to grow and is established as one of the biggest sporting events in the world. We are truly grateful for their support.

“Like us, Kia Motors is striving to be the best at what they do. This is self-evident in the excellent fleet of vehicles they’ve provided, ensuring smooth operations and enhancing mobility. By maintaining their support of the UEFA European Championship, we hope to help Kia drive sales and enhance their brand value.”

\*\*\*more\*\*\*

Yong-Won (Bryan) Cho, Vice President of the Overseas Marketing Group at Kia Motors Corporation, commented, “The UEFA European Championship is one of the biggest football tournaments in the world and is followed by millions of fans. Everyone at Kia is very excited to be involved in such a popular sporting event, which helps bring people around the globe closer to the Kia brand and understand our values as a maker of quality cars for the young-at-heart.”

In the build-up to UEFA EURO 2016™, Kia will announce a series of events and activities to engage members of the public with their favorite teams and countries throughout the tournament.

More information about Kia Motors and its plans for UEFA Euro 2016™, visit [www.kia.com](http://www.kia.com).

Photo caption: (from left) Mr. Guy-Laurent Epstein, Marketing Director of UEFA Events SA; Mr. Soo-Hang Chang, President of Kia Motors France; Mr. Ruud Gullit, UEFA EURO 2016™ Ambassador, Mr. Marc Hedrich,Managing Director of Kia Motors France

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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 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)**.**