## New-Kia-logo

Media Contact:

Michael Choo,

General Manager, Overseas PR Team

Tel: +82-2-3464-5663 E-mail: mjc@kia.com

**NEWS**

**FOR IMMEDIATE RELEASE**

**Paris world premiere for all-new Kia Rio**

**(SEOUL) August 24, 2016** – The all-new, fourth-generation Kia Rio will make its world premiere on 29 September in Paris, at the 2016 *Mondial de l’Automobile*.

The Rio’s progressive new exterior and interior design was led by Kia’s design centers in Germany and California, in close collaboration with the company’s main design center in Namyang, Korea. Straight lines and smooth surfacing give the car a distinctive new character, while a longer front overhang and bonnet, longer wheelbase, and upright C-pillar give the car an even more confident and balanced appearance than its predecessor.

The all-new Rio will offer buyers class-leading practicality and safety technology, the latest connectivity features, and more assured and engaging ride and handling characteristics.

The Kia Rio is the Korean manufacturer’s global best-selling model, with more than 473,000 sold around the world in 2015. The next generation will enter production towards the end of 2016 for Europe, with production timings for other regions to be announced closer to launch.

Kia’s 2016 *Mondial de l’Automobile* press conference will start at 14:45 CET on 29 September. Kia’s stand will be located in Hall 3 of the Paris Expo Porte de Versailles.

###

**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 at 11 manufacturing and assembly operations in six 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)**.**