**FIRST TV SPOT FOR KIA MOTORS’ ALL-NEW K900 FLAGSHIP SEDAN WILL TIP-ofF ON CHRISTMAS DAY**

***Kia – the “Official Automotive Partner of the NBA” – Will Showcase Its First-Ever Rear-Drive, V8-Powered Sedan During Broadcasts of Marquee Basketball Matchups on December 25***

* The modern and elegant K900 signals a new era for Kia, and the “Preconceived Notions” spot examines the perceptions and realities surrounding luxury automobiles
* The K900 launch will extend through Spring 2014 and include a new 60-second ad in the Super Bowl

**IRVINE, Calif., Dec. 19, 2013** – Praised by the automotive press at last month’s Los Angeles Auto Show for “elegant yet dynamic exterior styling” and “a dizzying array of luxury features,” the all-new 2015 K900[[1]](#endnote-1) rear-drive sedan will make its television debut on December 25 with a 30-second ad titled “Preconceived Notions” airing during multiple nationally televised NBA games on ESPN and ABC. Combining world-class accommodations with advanced technology and superb craftsmanship and materials, the K900 is poised to challenge the full-size rear-drive luxury sedan segment, and the first spot’s tagline – “It Challenges EverythingTM” – makes it clear that something different is going on at Kia.

“Kia has always been willing to challenge the status quo, and with next year marking our 20th anniversary in the U.S., we are making our boldest statement yet and redefining what the Kia brand stands for with the launch of the K900,” said Michael Sprague, executive vice president, marketing & communications, KMA. “The K900 is a modern and new twist on luxury, and our campaign provides a long-term platform to speak to and engage with confident, independent thinkers who actively seek out new products and unique ideas from up-and-coming brands.”

Created by David&Goliath, KMA’s advertising agency of record, “Preconceived Notions” will also be available for viewing beginning on Dec. 25 at [YouTube.com/Kia](http://www.youtube.com/kia), and the fully integrated campaign will incorporate TV, digital, print, experiential, social media and CRM components.

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**Kia: One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and one of the lowest costs of ownership in the industry. Kia recently moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, and the company is poised to continue its momentum after delivering seven all-new or significantly redesigned vehicles to showrooms in 2013. Over the past decade, Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza premium sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

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1. 2015 K900 expected Spring 2014 and will be initially available only in select markets. [↑](#endnote-ref-1)