**KIA MOTORS AMerica and The L.A. CLippers Delight FANS WITH CAPE NIGHT**

***Spectators to Receive “Griffin Force” Capes for Social Media Contest***

* “Griffin Force” capes are inspired by the recent 2014 Optima ad campaign
* Fans post pictures to Clippers social media channels for a chance to win

**IRVINE, Calif., February 5, 2014** – Kia Motors America (KMA) and the Los Angeles Clippers are teaming up to give away “Griffin Force” capes to help fans cheer on the Clippers when the team takes on the Miami Heat tomorrow night at the Staples Center. The Clippers are currently leading the Pacific Division, and fans will be asked to show off their team spirit by donning the capes and posting their best super hero poses using hashtag #griffinforce to the Clippers’ Instagram, Twitter and Facebook pages for a chance for two lucky winners and their guests to be invited back to a future Clippers game where they will have the opportunity to meet Blake after the game.

To promote the redesigned 2014 Optima, Blake Griffin and funnyman Jack McBrayer banded together to form the Griffin Force in a series of eight ads that debuted during the tip off of the current NBA season. The ads portrayed Griffin and McBrayer as super heroes who attempt to save the world wearing their “Griffin Force” capes and driving the refreshed 2014 Kia Optima.

“We’re big fans of basketball at Kia, and Blake Griffin has become an important part of building awareness and consideration for our growing brand,” said Tim Chaney, vice president of marketing, KMA. “Amplifying our Optima advertising campaign with Cape Night allows us engage fans in a fun way, leverage social media channels – and cheer on Blake and the team as they continue their successful season.”

After famously slam dunking over an Optima at NBA All-Star 2011, Griffin became a brand ambassador for Kia and has starred in numerous advertising campaigns for the brand. Griffin is recognized for his deadpan delivery and famous sense of humor that enables him to connect with basketball fans across the country. Fans can see Griffin in action as the Los Angeles Clippers take on the Miami Heat on Wednesday, February 5, 2014 at the Staples Center. “Griffin Force” capes will be available on a first come, first serve basis.

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**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900 flagship sedan[[1]](#endnote-1), Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at [www.kia.com](http://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 [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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1. **\* 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.**

   2015 K900 V8 expected Spring 2014. K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#endnote-ref-1)