#### KIA MOTORS AMERICA AMPS UP FOR THE 20TH ANNIVERSARY VANS WARPED TOUR®

#### *Customized Kia Soul and the Turbocharged Forte5 will Hit the Road for the Brand’s Seventh Consecutive Year as the Official Vehicle of the Punk and Indie-Rock Tour*

* Kia Soul Stages artist lineup includes [Yellowcard](http://vanswarpedtour.com/bands/yellowcard), [Of Mice and Men](http://vanswarpedtour.com/bands/of-mice-and-men), [The Devil Wears Prada](http://vanswarpedtour.com/bands/the-devil-wears-prada), [Less than Jake](http://vanswarpedtour.com/bands/less-than-jake), [Breathe Carolina](http://vanswarpedtour.com/bands/breathe-carolina)
* Kia “Soul Selfie” photo booth allows concertgoers to take their photos and turn them into fun animated images for a chance at VIP passes

**IRVINE, Calif., June 12, 2014 –** Kia Motors America (KMA) is shifting into high gear this summer as it crisscrosses the country as the “Official Vehicle of the Vans Warped Tour®” with a long list punk-rock and indie bands. Now in its 20th year, concertgoers in 40 U.S. cities will enjoy live music performances and the opportunity to participate in a variety of contests and challenges, and the chance to win some prizes, including an up-close and personal view of performances from a VIP riser near the main stages. As an official sponsor, Kia will maintain a prominent presence throughout the tour, including its two main stages – the Kia Soul Stage and the Electric Stage – and the Kia Soul Lounge, an interactive tent that offers a variety of activities away from the main stages, including: band autograph sessions, acoustic performances, temporary tattoos and interactive games. A “Soul Selfie” photo booth also will give concertgoers a chance to rock out and pose for photos that can be shared on their social media profiles via an interactive app – fans who snap the best photos will have the opportunity to have their photo featured on kia.com/VansWarpedTour.

“Every summer we look forward to sharing the energy and spirit of live music with fans across the country and this year we are proud to celebrate the 20th anniversary of the Vans Warped Tour,” said Tim Chaney, vice president, marketing, KMA. “The 2014 Vans Warped Tour promises fun and a sense of individuality that perfectly aligns with the standout styling that makes vehicles like the Soul and Forte5 appeal to both the young and the young-at-heart.”

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At each stop, music fans will be able to enjoy an eclectic mix of more than 80 bands. Fans can head over to the Kia Soul Stages for an artist lineup that features [Yellowcard](http://vanswarpedtour.com/bands/yellowcard), [Of Mice and Men](http://vanswarpedtour.com/bands/of-mice-and-men), [The Devil Wears Prada](http://vanswarpedtour.com/bands/the-devil-wears-prada), [Less than Jake](http://vanswarpedtour.com/bands/less-than-jake), [Breathe Carolina](http://vanswarpedtour.com/bands/breathe-carolina) and much more.

Visitors to the lounge also will have the opportunity to check out the Vans Warped Tour-inspired Soul which debuted at the 2013 SEMA Show. This one-of-a-kind Soul was transformed to embody the tour’s youthful spirit and boasts speakers in place of windows, captivating air-brush artwork featuring Warped’s signature colors and a slide-out rear barbeque for the full music-inspired tailgating experience. Accompanying the Soul will be the all-new 2015 Forte5, which like the Soul, features ample interior space and cutting-edge technologies, and is also Kia’s first-ever turbocharged compact car in the U.S. The highly anticipated Soul electric vehicle, expected to arrive in select dealerships this fall, also will be on display as a sneak preview to show goers.

Kia’s lounge will also provide music lovers with the chance to participate in a game of “Warped Words,” the ultimate card game for concertgoers looking to express their crazy mood. The best answer will be chosen by the crowd and DJ, and only the winner gets to stay for the next round. Fans will have the chance to snap a photo of their answer to share on social media.

The 20th Annual Vans Warped Tour® kicks off on June 13 in Houston and will wrap up on August 3 in Denver.

Select tour dates include:

* 6/15 – Dallas
* 6/19 – Las Vegas
* 6/20 – Pomona
* 6/25 – Chula Vista
* 6/29 – Portland
* 7/8 – New York
* 7/18 – Detroit
* 7/24 – Atlanta
* 7/27 – Orlando
* 8/2 – Salt Lake
* 8/3 – Denver

For more information on the Vans Warped Tour, including a full list of tour dates[[1]](#endnote-1) and any updates to the tour schedule, visit [vanswarpedtour.com](http://www.vanswarpedtour.com/).

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**About the Forte5**

The 2015 Forte5 offers performance and versatility features for the adventure seeking driver and boasts a turbocharged GDI engine that puts out 201 horsepower. The cargo space is roomy enough to seat five passengers or function as storage space. The 2015 Forte5 comes complete with advanced technology capabilities from UVO eservices[[2]](#endnote-2), infotainment system to keep drivers well-connected.

**About the Soul**

Unveiled at the 2013 New York Auto Show, the completely redesigned Soul Urban Passenger Vehicle remains instantly recognizable as Kia Motors’ most iconic people mover, yet boasts a fresh new design. The 2014 Soul features a new chassis that is stiffer, longer and wider and offers more passenger and cargo room while helping to reduce NVH levels. Increased torque and significant suspension upgrades help make the 2014 Soul a nimble and agile companion in urban environments, and customers can choose from three unique trim levels to reflect their own fierce individualism.

**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[[3]](#endnote-3), 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 midsize multi-purpose vehicle, 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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**\* 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.**

**About the Vans Warped Tour**

The VANS WARPED TOUR® is well established as America’s premiere music and lifestyle festival of the summer, breaking up-and-coming indie talent as well as both creating and showcasing major established artists since 1995.  The nationally-renowned festival is the most eclectic traveling tour and features a diverse array of artists--with hotly tipped acts in every genre from punk, metal and indie to rock, hip-hop, rap, electronic, reggae and pop; as well as a variety of lifestyle attractions for its traditionally low ticket price. The tour has cemented its place in history by bringing punk rock/skate/action sports culture from the underground to the forefront of global youth culture, while at the same time helping those in need and being the first tour to consistently use groundbreaking environmental concepts every year on the road. The Warped Eco Initiatives (WEI) focus on making the tour more environmentally friendly whether it is through eco conscious catering for the artists and crew courtesy of Tada Catering or a solar-powered sound system on the Kevin Says Stage. 

Further, [www.vanswarpedtour.com](http://vanswarpedtour.com/) even showcases public transportation options for every tour date and carpool social media apps as well as exotic eco travel contests. For more information on the tour that Alternative Press readers voted the “Best Tour/Festival” of 2009/2010 and Rolling Stone called “America’s most successful festival” (2005) go to: [www.vanswarpedtour.com](http://vanswarpedtour.com/). Now in its 20th year, the 42-date tour (including Canada) will commence June 13 in Houston and end on August 3 in Denver.

[www.vanswarpedtour.com](http://www.vanswarpedtour.com)

<http://twitter.com/vanswarpedtour>

Check out the full list ofVans Warped Tour dates here:<http://vanswarpedtour.com/dates>.

**Vans Warped Tour Media Contacts**:

Libby Coffey

MSO

818-380-0400, 224

[LCoffey@msopr.com](mailto:LCoffey@msopr.com)

Angela Villaneuva

818-380-0400, 223

[AVillanueva@msopr.com](mailto:AVillanueva@msopr.com)

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1. Dates and locations are subject to change. Please visit [www.warpedtour.com](http://www.warpedtour.com) for the most up-to-date information. [↑](#endnote-ref-1)
2. No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. Always drive safely and use caution [↑](#endnote-ref-2)
3. 2015 K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)