**KIA MOTORS AMERICA SIGNS ON AS OFFICIAL SPONSOR OF TELEMUNDO'S NEW WEB SERIES "EL MAESTRO: UNPLUGGED" FEATURING LATIN GRAMMY WINNER LUIS ENRIQUE**

*"El Maestro" Participants will take an Inspirational Ride in the 2015 Kia Soul to Practice Sessions and Musical Performances*

**IRVINE, Calif., June 1, 2015** – Kia Motors America (KMA) today announced that it has signed on as the official sponsor of TELEMUNDO's brand new web series "El Maestro: Unplugged." Starring Latin Grammy® winner Luis Enrique, the ten-episode web series follows three up-and-coming artists as he offers advice on how to achieve success in the music industry. Luis Enrique will be featured in the 2016 Kia Sorento and each episode will focus on an artist discussing his or her dream of making it in the music industry while taking an inspirational ride in the 2015 Kia Soul. The web series will roll out three new episodes each week, with the finale airing on June 11. This is the first time Kia and TELEMUNDO have partnered for an original web series, which will include on-air promotions and related digital activations.

“Kia's U.S. marketing initiatives are focused on raising consumer perception and awareness around the brand, and with Hispanics over-indexing on online video consumption, we felt that sponsoring 'El Maestro' offered a tremendous opportunity to communicate and interact with the Hispanic community in authentic and meaningful ways," said Tim Chaney, vice president of marketing communications, KMA. "Awareness of the Kia brand and our award-winning vehicles continues to grow within the Hispanic community, and we are thrilled to be embarking on this one-of-a-kind partnership with TELEMUNDO."

“TELEMUNDO is known for its innovative ways to reach the Hispanic community on all screens and engage with a young, user-friendly audience,” said Luis Romero, Senior Vice President, Digital Media & Emerging Sales, NBCUniversal Hispanic Group.  “We are thrilled to have partnered with Kia on the launch of TELEMUNDO’s unique web series to offer viewers content at their fingertips and the opportunity to connect with the community across social media.”

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As the official sponsor of "El Maestro", Kia's sponsorship will include integration of the 2015 Kia Soul and 2016 Kia Sorento in each episode, a Kia-branded custom landing page for El Maestro within Billboard En Español, and weekly social posts highlighting the Kia brand on Facebook, Twitter and Instagram.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea, and in 2014 was the #1 ranked mainstream brand according to Strategic Vision’s Total Quality Index. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts 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. For media information, including photography, visit 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).

**About TELEMUNDO:**

**TELEMUNDO,**a division of NBCUniversal Hispanic Enterprises and Content, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. TELEMUNDO's multiple platforms include the TELEMUNDO Network, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 17 owned stations, broadcast and MVPD affiliates; TELEMUNDO Digital Media, which distributes TELEMUNDO's original content across digital and emerging platforms including mobile devices and [www.telemundo.com](http://media.ne.cision.com/l/awoslhuo/www.telemundo.com/); an owned and operated full power station in Puerto Rico that reaches 99% of all TV households in that DMA; and Telemundo Internacional, the international distribution arm which has positioned TELEMUNDO as the second largest provider of Spanish-language content worldwide by syndicating content to more than 120 countries in over 40 languages.

**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

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1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-2)