**HYUNDAI-Kia America technical center, Inc. and mojo mobility, Inc. COLLABORATE ON WIRELESS electric vehicle CHARGING SYSTEM**

***All-new Kia Soul EV being used for wireless charging development***

* Wireless power transfer system being integrated and tested using fleet of Kia Soul EVs
* Technology would improve charging times and convenience

**SUPERIOR Twp., MI, July 8, 2015** – Hyundai-Kia America Technical Center, Inc., (HATCI) and Mojo Mobility, Inc., a wireless power technology company, have been awarded a funding grant from the U.S. Department of Energy’s (DOE) Office of Energy Efficiency and Renewable Energy (EERE), Vehicle Technologies (VT) program to research and develop a system capable of fast charging an electric vehicle wirelessly. Mojo Mobility is known for developing highly efficient wireless charging systems capable of transferring high power without need for precise alignment between the charger and the vehicle.

“HATCI is honored to be selected as a partner with the DOE,” said Dr. Sung Hwan Cho, president, HATCI. “Innovative technologies such as this align well with one of our core goals, which is to create a vehicle experience that is intuitive and easy for the consumer.”

The recent launch of the all-new 2015 Kia Soul EV, Kia’s first electric vehicle in the U.S. market, reflects the increasing prevalence of and demand for electro-mobility and its criticality to reducing petroleum consumption in the U.S. transportation sector. Wireless charging technology has the potential to significantly enhance the convenience of electric vehicles – and thereby increase the appeal and acceptance among consumers – while possibly enabling smaller battery pack sizes and reduced vehicle weight.

HATCI and Mojo Mobility will develop, implement and demonstrate a wireless power transfer system on a test fleet of Kia Soul EVs over three phases, at HATCI in Superior Twp., Michigan, and Mojo Mobility in Santa Clara, California.

“We are delighted to partner with Kia and the U.S. DOE to bring the cutting-edge capabilities of our position-free wireless charging systems, which allow greater flexibility for vehicle alignment with the charging surface, to Kia Motors’ electric vehicles and accelerate their adoption and ease of use for consumers,” said Dr. Afshin Partovi, CEO and founder of Mojo Mobility.

During Phase One, the partnership developed a wireless power transfer system that has more than 85 percent grid-to-vehicle efficiency and is capable of transferring in excess of 10 kW to the vehicle for fast charging. The new system will allow misalignment between the energy transmitter on the ground and the energy receiver on the vehicle, making it easier and more convenient for day-to-day usage. In Phase Two, the partnership collaborated to integrate a compact system optimized for the Soul EV and demonstrate full operation at a record 92 percent efficiency. Real-world performance data will be gathered in the third and final phase of the project using five Kia Soul EVs and corresponding energy transmission units. This final phase will test the systems’ durability, interoperability, safety, and performance.

KMA and Mojo Mobility have not yet announced when the system will be available for purchase.

**Hyundai America Technical Center, Inc.**

As one of Hyundai Motor Group’s (HMG) ten centers focused on research and development (R&D), Hyundai America Technical Center, Inc. (HATCI) was established in 1986 in Ann Arbor, Michigan. HATCI is HMG’s design, technology and engineering division for North America.

As HMG solidified its position as one of the top five global OEMs, HATCI has grown to include a strong network of engineering disciplines and increased business-focused activities to support North America’s Voice of the Customer.

HATCI supports new model development for HMG’s North American operations and global programs from our dedicated engineering facilities and support staff at affiliate sites located throughout the United States (Alabama, California, Georgia, Michigan and Washington D.C.). HATCI’s success in satisfying the demands of increasingly sophisticated consumers is a direct result of HMG’s commitment to the future of American automotive engineering.

*Innovation Through Collaboration*

HATCI upholds a strong R&D philosophy hinged on creative and passionate input of all team members. This philosophy is paramount to HMG’s North American operational strategy and serves as the foundation for engineering excellence and technological advancement.

**Mojo Mobility Inc. (Mojo)**

Mojo is a privately-held company specializing in wireless power charging systems for mobile applications ranging from wearables, mobile phones, tablets and laptops to high-power Electric Vehicles. Mojo has been at the forefront of development of wireless power technologies allowing customers to charge and power their products intuitively and easily in a variety of environments. Mojo’s unique Proprietary Near Field Power® (NFP®) places Mojo ahead of its competitors by providing unsurpassed performance, cost, user experience, and power transfer efficiencies.

**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 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 flagship sedan[[1]](#endnote-1), 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](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, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts**

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