**LEBRON JAMES TELLS “THE TRUTH” ABOUT DRIVING HIS KIA K900 LUXURY SEDAN**

***11-Time NBA All-Star Responds To Real Tweets in New Ad Campaign***

* **First of three spots from “The Truth” campaign will begin airing on TV tonight and can be viewed at** [Kia.com](http://www.kia.com/us/en/content/why-kia/partnerships/lebron-james) **and** [YouTube.com/Kia](http://www.youtube.com/kia)
* Multiplatform campaign will run through the remainder of basketball season and includes television, digital and social media elements

**IRVINE, Calif., December 3, 2015** – Last year, when LeBron James Tweeted “Rolling around in my K900. Love this car!!” and later stated he was a K900 driver before becoming Kia Motors’ luxury ambassador, naysayers took to social media to question the validity of his claims. Now, with sales of Kia’s rear-drive luxury sedan up considerably over 2014 levels, the 11-time NBA All-Star and avid car collector is tackling that skepticism head-on to prove the K900 is in fact “Fit For A King” in a new ad campaign from Kia Motors America (KMA).

In the spots – titled “Ten Mil,” “1,000%” and “Spaceship” – James assembles a team of experts in his garage command post to help prove he drives a Kia K900 by responding to the following real tweets:

* “I’ll bet anyone $10,000,000 that LeBron doesn’t roll up to the games in a Kia.”
* “There’s a thousand percent chance that there’s a zero percent chance that LeBron drives a Kia.”
* “LeBron drives a Kia like I fly a spaceship.”

“The award-winning K900 exemplifies the incredible transformation of the Kia brand, and as a tastemaker who is not afraid to go his own way, LeBron James plays an important role in our efforts to change perception by challenging consumers to discover the new Kia,” said Tim Chaney, vice president of marketing communications, KMA. “LeBron is pushing people to question everything they think they know about our brand, and we could not be more proud of the fact that he can often be seen driving in and around the Cleveland area in a Kia K900.”

James assumed the role of K900 Luxury Ambassador in October of 2014 after reaching out to Kia – the Official Automotive Partner of the NBA – for a firsthand experience with the flagship sedan aimed at confident, independent thinkers. “I was a Kia K900 driver and fan before we decided to become partners," said James. “For me, a partnership has to be authentic and real to who I am, and that’s what makes this one so special."

Created by David&Goliath, Kia’s advertising agency of record, the spots can be viewed on cable and network NBA programming and on all of Kia’s social and digital platforms, including [YouTube.com/Kia](http://www.youtube.com/kia) and [Kia.com](http://www.kia.com/us/en/content/why-kia/partnerships/lebron-james).

**About the 2016 Kia K900**

The 2016 K900 continues to challenge the rear-drive luxury sedan segment with world-class accommodations, premium driving dynamics, advanced technology and a stunning design that redefines consumer perception and expectations of the Kia brand. Offered in three trim levels, V6 Premium, V6 Luxury and V8 Luxury, the K900’s extensive list of standard equipment includes an all-new 3.8-liter, 311-horsepower V6 engine, leather seating and panoramic sunroof.  New for 2016, the K900 features a revised front grille, Smart Power Trunk, Smart Shift and Drive, available Autonomous Emergency Braking[[1]](#endnote-1) and an enhanced navigation system with a 9.2-inch high-definition touchscreen with premium audio and UVO[[2]](#endnote-2) Luxury Services.

**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[[3]](#endnote-3) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[4]](#endnote-4), 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 15,000 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).

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**\* 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**

1. Autonomous Emergency Braking is not a substitute for safe driving, and may not detect all objects in front of vehicle. Always drive safely and use caution. [↑](#endnote-ref-1)
2. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. [↑](#endnote-ref-2)
3. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-3)
4. Soul EV available in select markets with limited availability. [↑](#endnote-ref-4)