**KIA MOTORS RETURNS AS OFFICIAL SPONSOR OF TELEMUNDO'S WEB SERIES "EL MAESTRO" FEATURING LATIN GRAMMY WINNER LUIS ENRIQUE**

*Web Series Host and Participants Will Take Inspirational Rides in the Kia Soul and Optima to Practice Sessions and Musical Performances*

**IRVINE, Calif., July 15, 2016** – Kia Motors America (KMA) today announced that it has signed on for a second year as the official sponsor of Telemundo's "El Maestro" web series. Returning as host is Latin Grammy® winner Luis Enrique, who will mentor three up-and-coming artists and offer advice on how to achieve success in the music industry. Throughout the series, Enrique and the participating artists will reflect on their musical journey while taking inspirational rides in two of Kia’s most popular vehicles – iconic Soul urban passenger vehicle and the award-winning Optima midsize sedan.

“After experiencing strong online engagement with Hispanics during last year’s first season of 'El Maestro,' it was a natural fit to continue our partnership with Telemundo as part of our efforts to raise consumer awareness and perception in this important community," said Tim Chaney, vice president of marketing communications, KMA. "Our lineup of world-class vehicles is attracting more Hispanic shoppers to Kia showrooms than ever before, and this one-of-a-kind partnership with Telemundo is part of our comprehensive strategy to further that momentum."

As the official sponsor of "El Maestro," Kia's sponsorship will include integration of the Soul and Optima in each episode, a Kia-branded custom landing page for El Maestro on Telemundo.com, and weekly social posts highlighting the Kia brand on Facebook, Twitter and Instagram.

-more-

**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 2015, surpassing the 600,000 unit mark for the first time in company history. Kia offers a complete line of vehicles in the U.S., 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 minivan, through a network of more than 765 dealers across the United States.  Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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).

**\* 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. K900 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)