



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

James Bell  
949.468.4625  
jbell@kiausa.com

## News Release

Brian Devenny  
Zeno Group for Kia Motors America  
949.468.4818  
brian.devenny@zenogroup.com

### **FIRST TV SPOTS FOR KIA MOTORS' ALL-NEW NIRO CROSSOVER ON AIR NOW**

#### ***Emmy Award Winner Melissa McCarthy Provides the Voiceover for the First in a Series of Ads for Kia's Newest Hybrid Vehicle***

- 15-second spots titled "Many Names" and "Need/Want" are now on television and viewable at [YouTube.com/Kia](https://www.youtube.com/Kia)
- Niro offers bold, crossover style and utility while providing exceptional fuel economy of up to 50 mpg combined<sup>1</sup>

**IRVINE, Calif., January 18, 2017** – Fresh off receiving a Guinness World Record™ [title](#) for the lowest fuel consumption driving across the USA from coast to coast (hybrid car), the all-new 2017 Kia Niro makes its television debut this week with two 15-second spots narrated by Melissa McCarthy. The spots are the first broadcast components of a multi-channel marketing campaign that will expand in the coming weeks, including an original 60-second spot set to air during Super Bowl LI and starring McCarthy alongside Kia's newest hybrid.

Created by David&Goliath, Kia Motors America's advertising agency of record, the 15-second "Many Names" and "Need/Want" spots highlight the all-new Niro's no-compromise combination of driving enjoyment, eye-catching design, functional utility and hybrid efficiency. Arriving soon at Kia retailers nationwide, the Niro strikes the perfect balance for today's consumers and stakes claim to a unique position between the hybrid-electric vehicle and CUV segments.

"The Niro blends great looks, real-world utility and outstanding fuel economy together in a way that consumers haven't seen before, and these initial marketing elements focus on the fact that there's now 'a smarter kind of crossover' out there for consumers to discover," said Michael Sprague, chief operating officer and EVP, Kia Motors America. "We've got a fantastic story to tell about the Niro's uniquely alluring yet practical package, and the incredibly talented Melissa McCarthy is the perfect partner to help us do it."

#### **About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official

## Kia Motors America Launches Niro Marketing Campaign

### Page 2 of 2

Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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.**

---

<sup>1</sup> Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition. Niro EPA estimated MPG city/highway/combined FE 52/49/50, LX 51/46/49, EX 51/46/49, Touring Launch 46/40/43, Touring 46/40/43