**KIA MOTORS AMERICA ADDS SAAD CHEHAB TO EXECUTIVE MANAGEMENT TEAM**

***Industry Veteran Named Vice President of Marketing Communications***

**IRVINE, Calif., April 27, 2017** – Kia Motors America (KMA) today announced that Saad Chehab will join the company as vice president, marketing communications. The former global chief marketing officer of Maserati will oversee strategy and execution for all KMA marketing, advertising and communications activities.

Chehab will report to KMA’s chief operating officer and executive vice president, Michael Sprague, and begin work at Kia on May 8.

“Saad Chehab is a recognized innovator with a proven track-record of success. His wide range of experience will strengthen our efforts to raise awareness and improve perception of the Kia brand and increase demand for our world-class products,” said Justin Sohn, president and CEO, KMA.

Throughout his career, Chehab has guided many effective and award-winning initiatives while serving in high-profile roles such as president & CEO of the Chrysler brand, director of FCA group advertising and retail marketing, and director of creative services at Ford Motor Company.

**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 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.

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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.**

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