



**KIA MOTORS**  
*The Power to Surprise™*

## News

### FOR IMMEDIATE RELEASE

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## Kia reveals name of all-new luxury sedan

(Seoul) October 18, 2009 – Kia Motors Corporation has unveiled the first official picture and export market name of the production version of its KND-5 concept car – an all-new sedan designed to satisfy drivers' desire for refinement, safety and emotional satisfaction by creating 'ideal' driving conditions.

The stylish luxury sedan, which is to be called 'Cadenza' in markets outside of Korea, will make its overseas premiere at the Saudi Arabia, Kuwait and Dubai international motor shows, towards the end of the year.

The Cadenza name is derived from an Italian musical term used to describe an elaborate, ornamental flourish for a concerto or aria. It perfectly symbolizes the dynamic sedan's striking design philosophy and upscale image.

Sporty and sleek in appearance, Cadenza features a bold headlamp design with attention-grabbing LED surrounds and a purposeful, athletic character line. The prominent front grille and stylish taillights emphasize the car's high-tech feel and are a continuing expression of Kia's dramatic design DNA.

On the inside, there is a futuristic 'floating' dashboard that highlights Kia's uniquely innovative design approach. The welcome system turns on the exterior puddle and interior lights to 'greet' the car owner, while the interior mood lighting strip, which runs along the dashboard to the door trim, creates a warm atmosphere within the vehicle.

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Kia Cadenza's dynamic design and driving performance, allied with a raft of competitive passenger-friendly high-tech features, will make it a leader in the large, luxury sedan market segment.

Available new technologies will include a heated steering wheel (for winter driving in cold markets), powered extendable seat cushions (for extra thigh support), automatic defogging of the windshield and ventilated front seats (for cool comfort in hot markets).

Soon-Nam Lee, Director of the Overseas Marketing Group, Kia Motors Corporation, said, "New Cadenza will showcase the continuing evolution in Kia's striking design language through the harmonious blend of light and lines. It will also present a new concept in luxury sedans in terms of performance and technology."

*Editors' Note: Please visit the official Kia blog ([www.kia-buzz.com](http://www.kia-buzz.com)) for high resolution versions of the attached image and other views of the Kia Cadenza.*

*Related video footage available at The NewsMarket ([www.thenewsmarket.com/kiamotors](http://www.thenewsmarket.com/kiamotors)).*

*You can get broadcast-standard or streaming-quality video (for Web use) and print-quality stills. Delivery options include digital FTP transfer and streaming download in a variety of file types including Flash, MPEG-2, QuickTime and Windows Media. Registration and content is free to the media.*

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*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Nearly 1.5 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 40,000 employees worldwide and annual revenues of over US\$14.5 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup -- as well as a EUROTOP partner of UEFA. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*