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## Rio earns Respect on Facebook

Shocked, delighted and thrilled was how Zillmere (Qld) mother Lainie Usher described the moment she was told that she was the winner of a sparkling new Rio SLi in Kia Motors Australia's Tag & Win Facebook competition.

"It was amazing," Lainie said. "I heard about the competition from some relatives and really liked the look of the car. I never seriously thought I had any chance of winning."

Lainie was one of more than 100,000 people who went on to Kia Motors Australia's Facebook page to "like" the new Rio and select a pixel on the car for a chance to win.

"To be honest, I had almost forgotten about the competition when I got the call to tell me I had won."

No sooner had Lainie learned of her win than she bowed to logic and the call of the family, trading the new car in on a Kia Grand Carnival V6.

"It was really upsetting but with two young children and another due in just over two weeks the Grand Carnival makes a much more practical solution for the family.

"That doesn't mean that I am not envious of anyone I see in the Rio. It is such a beautiful little car and I would love to be running around in it."

Kia's new Rio, is priced from \$16,290 for the 1.4-litre manual. The 1.6-litre GDI powered 6-speed Si model starts from \$18,990.

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# MEDIA RELEASE

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