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## News

### FOR IMMEDIATE RELEASE

#### Kia cars keep Australian Open 2012 moving

- 1,010 vehicles provided for Australian Open tournaments over 11 years of sponsorship
- More than 400,000 kilometers expected to be clocked by specially-trained volunteer drivers
- On- and off-line Kia related events round out the Australian Open 2012 experience

**(SEOUL) January 12, 2012** – As the major sponsor of Australian Open 2012, Kia Motors handed over a fleet of 101 specially-equipped official tournament vehicles to Tennis Australia during a ceremony in Melbourne today attended by executives from Kia Motors Australia and Tennis Australia, as well as Kia's global brand ambassador, Rafael Nadal. This year celebrates Kia's 11th consecutive sponsorship of the Australian Open and the handover ceremony brought the tally of Kia vehicles provided to the tournament over the last decade to 1,010.

"The Australian Open is the biggest sporting event in the world in January, and I'm pleased to again accept the fleet of Kia vehicles which will effectively keep the tournament moving over the next few weeks," said Steve Wood, CEO of Tennis Australia.

The fleet of vehicles on location this year – the Kia Sedona (Carnival) people movers, Sorento CUVs, all-new Optima sedans and all-new Rio sub-compact sedans and hatchback models – will transport players, officials and VIPs to matches and other activities throughout the year's first grand slam tournament. "It's a huge logistical exercise to move all our players, officials, media and staff around Melbourne during the event and it's great to know we can rely on Kia's support," Mr. Wood concluded.

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“As a proud sponsor of the Open, we’re delighted to do our part by providing safe, stylish and comfortable transportation for players and participants to stay on the move throughout the tournament,” said Kia Motors Australia President and CEO C.W. Kim.

The Kia courtesy fleet will be driven by approximately 215 specially trained volunteer drivers who expect to clock more than 400,000 kilometres over thousands of journeys during the Australian Open 2012.

In addition to supplying vehicles, the Kia Fan of the Day and Fan of the Tournament events are in their sixth year. Every day, a Kia Fan of the Day will be chosen as the most creatively dressed or painted fan and be projected on giant screens in Rod Laver Arena then put to online votes on the Australian Open website ([www.australianopen.com](http://www.australianopen.com)). Each winner of the Fan of the Day will be awarded a digital camera and entered into the Kia Fan of the Australian Open 2012 to compete for the grand prize of an LCD television.

“We are very proud of our long association with Kia Motors as major sponsor of the Australian Open,” said Mr. Wood. “The sight of the Kia fleet ferrying players and officials around Melbourne contributes enormously to the excitement and buzz the Australian Open brings to the city of Melbourne. I know the fans will also enjoy Kia’s exciting new activations and competitions both onsite here at Melbourne Park and at the Live Site at Fed Square.”

The Kia live site will continue to give fans in Melbourne the opportunity to view the tournament. In addition, Kia will host marquee activities at the Grand Slam Oval equipped with a Kia car display and other promotional activities to expand the Kia brand experience for tournament attendees. Throughout the tournament, Kia vehicles will be displayed around Melbourne Park, alongside the Grand Slam Oval, Kia experience kiosks and Kia face painting stalls.

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Kia also continues to support grassroots tennis through the Kia Amateur Australian Open, which is held during the second week of the Australian Open. Through Tennis Australia, Kia supports the junior coaching program to help recognize and advance future generations of Australian Open stars. "The Kia Amateur Australian Open exemplifies our brand identity as being human-driven, spirited and a challenger. It's an opportunity for young players to share this essence by competing amongst qualifiers from 17 countries," said Mr. Kim.

Another online contest prior to the tournament was held through Kia's official Facebook fan page ([www.Facebook.com/KiaMotorsWorldwide](http://www.Facebook.com/KiaMotorsWorldwide)), whereby four winners were granted an all-expenses paid trip for two to the Australian Open 2012.

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*Photo Caption: (left to right) Steve Wood, CEO Tennis Australia; Rafael Nadal; CW Kim, President & CEO of Kia Motors Australia participate in the Kia VIK Handover Ceremony at Melbourne Park.*

*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. Over 2.1 million Kia 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 44,000 employees worldwide and annual revenues of over US\$20 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™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*

