



News

FOR IMMEDIATE RELEASE

Kia Motors Media Contact:

Michael Choo

General Manager

Overseas Communication

Tel: +82-2-3464-5663

E-mail: mjc@kia.co.kr

Kia reveals sketches of all-new flagship sedan

- **Kia's first rear-wheel drive vehicle**
- **To be launched in domestic Korean market in the first half of 2012**
- **Launch timings for other markets to be confirmed**

(SEOUL) February 13, 2012 – Kia Motors today revealed the first official sketches of its all-new flagship sedan, which is expected to establish new standards for design flair in the large sedan segment.

Codenamed KH, the new model is Kia's first ever rear-wheel drive sedan and combines innovative design with high-tech features. KH is among the company's most eagerly anticipated new models and will be launched in Kia's domestic market in the first half of 2012.

The design concept behind KH is 'distinctive, modern and classic', which is expressed through sophisticated, technically-advanced elements combined with Kia's existing dynamic design language to create a vehicle that truly stands out from its competitors.

The new model features a bold front-end design appropriate to a luxury car. Kia's charismatic family-look radiator grille is flanked by modern headlamps that reinforce the brand's innovative challenger image, and the proportions of the unique hood design give KH a classic car-like feel.

KH's profile, which was a key focus for Kia's designers during development, features a simple side character line to give a feeling of spaciousness while emphasizing the new model's bold and dynamic image. The high-tech rear combination lamp clusters, plus the luxurious, bold chrome accent give KH a sophisticated and stable rear view.

Soon-Nam Lee, Kia's Director of the Overseas Marketing Group, says, "Our all-new flagship sedan integrates all of our key capabilities such as design, performance, high-tech features and infotainment into one striking model.

"Although launch timings for overseas markets are yet to be confirmed, this all-new rear-wheel drive large sedan will definitely become the leading model of our line-up around the world, showcasing the best of the best of Kia."

###

Kia Motors Corporation (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 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 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.

