



News

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Kia cee'd – The second generation is ready to go

(SEOUL) February 15, 2012 – Combining dynamic, sophisticated styling with maturity and prestige, the all-new cee'd five-door hatchback makes its world debut at the 2012 Geneva Motor Show.

The new cee'd is longer, wider and lower than its predecessor, with the same long wheelbase. The elegant simplicity of its coupe-like proportions is emphasised by a steeply raked A-pillar, a very low belt-line in the front and lengthened side windows.

The front of the new cee'd is dominated by the latest interpretation of Kia's trademark 'tiger-nose' grille and aggressive, wraparound headlamp clusters housing signature LED daytime running lights.

In profile, pronounced front and rear wings emphasise the car's wide track and solid stance. Above taut, strongly sculpted door surfaces, the steeply raked A-pillar, sweeping roofline and integral rear spoiler accentuate the sporting aesthetics of the new model's generous glasshouse.

Throughout, the exterior is accented by numerous small yet highly significant detail touches which add to the prestige and premium feel of the new cee'd without detracting from the purity and elegance of the overall design.

These include a new, bolder, more sophisticated Kia badge, the indicator blade protrusion in the front headlamps, the Kia-signature windscreen head castellations, the chrome side glazing surround and the cee'd-unique, aerodynamic shaping of the tail lamp which extends into the adjacent bodywork.

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The new cee'd features a completely new interior hallmarked by a more premium look and feel, higher perceived quality, improved switchgear, touch-screen technology and enhanced driving position ergonomics.

The dashboard layout features a cockpit-like design with an aircraft-themed, driver-oriented fascia. The main control panel wraps around the steering wheel, placing all switchgear within easy reach of the driver, and the main control groups such as audio and air-conditioning have been segregated to bring a more premium, luxurious, big car feel to the interior.

Carefully considered precision detailing gives the cabin a more prestigious look and feel than that of the current generation model. Soft touch materials add a new tactility to the driving environment. Instruments and switchgear are picked out in very thin chrome, the door handles are built up in a layered sandwich of high quality materials and the door opener itself has a sculpted, one-piece, shell-like quality reflecting the premium values of the new interior design.

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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.

