



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 launches new global Facebook Page to forge deeper connections in the social era

- **People can now interact with the automaker via its new Facebook® Page and Page timeline**
- **Kia demonstrates its social media leadership as one of the first automakers to adopt Facebook Pages**

(SEOUL) February 29, 2012 – Kia Motors Corporation, today, launched a new Facebook Page that enables the global automaker to forge deeper connections with customers worldwide. The brand will now be able to share its 68-year history with the 1.6 million plus people who Like Kia on Facebook via Page timeline, and be among only four automakers to be early adopters of the new Facebook Page.

"All of us at Kia are excited to launch our new Facebook Page since it allows us to better express Kia's identity and connect with people on a personal level. One of our core brand beliefs is to be 'human-driven' and the new Page allows for Kia to forge deeper connections and invite a level of interaction that is more real and relevant," said Soon-Nam Lee, Director of Overseas Marketing at Kia Motors Corporation.

Over the past year, Kia has launched a global online and offline campaign called 'Inspired by What You Like' to encourage engagement and participation with the brand via its Facebook Page. Focusing on the Facebook Like button, one of the most recognizable icons on the Internet today, the campaign's elements are designed to engage consumers directly to find out what they enjoy and appreciate in life.

Adopting the new Facebook Page will allow Kia to stand out with new features such as Page timeline, social-plugins and simply drawing attention with the new cover photo. "As the saying goes 'a picture is worth a thousand words' and we hope to utilize the cover photo to build awareness of our vehicles, customers, events and social responsibility initiatives while encouraging people to share their own personal experiences with Kia enthusiasts from all over the world," said Lee.

****more****

Editor's notes:

Kia Motors Corporation's official Facebook Page can be found at:

<https://www.facebook.com/Kiamotorsworldwide>

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.

Facebook® is a registered trademark of Facebook Inc.

###

