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**KIA MOTORS AMERICA LAUNCHES ALL-NEW KIA.COM WITH SUPPORT**

**FROM DIGITAL AGENCY OF RECORD DENUO**

***Completely Redesigned Website Delivers an Exceptional Car-Shopping Experience***

***with Enhanced Functionality, Imagery and Capabilities***

* Kia’s digital destination provides an enriched experience across tablet, mobile and desktop devices
* New website establishes a technologically advanced platform for brand’s future growth

**IRVINE, Calif., November 4, 2013** –Kia Motors America (KMA), one of the fastest-growing car companies in the U.S. over the last five years[[1]](#footnote-2), today announced the launch of the all-new [Kia.com](http://www.kia.com/). Designed and built in partnership with Publicis Groupe’s Denuo, the completely redesigned site offers a premium experience across tablet, mobile and desktop devices.

The transformation of Kia.com includes a 135 percent increase in viewing area for desktops, deeper-quality images, the incorporation of video and animations with enhanced storytelling to support the Kia brand and the capability to demonstrate vehicle features. Denuo worked to create a digital destination that integrates social media features while also including responsive design to assist in the research and buying experience. Consumers also can enjoy a user-friendly vehicle inventory module to search for available vehicles.

“With a diverse lineup of cars and CUVs that are more stylish, innovative and technologically advanced than ever before, we set out to develop a new way to showcase the Kia brand in the digital domain and establish a technological foundation for Kia.com’s future growth,” said David Schoonover, national manager of CRM & Digital Marketing, KMA. “Given Kia’s advancements in quality and refinement, ensuring our digital properties present our products in a befitting manner is a priority for us, and Denuo successfully leveraged powerful storytelling methods to deepen engagement and loyalty while advancing Kia.com’s ability to grow alongside our brand.”

To experience Kia’s new site, please visit [www.kia.com](http://www.kia.com).

**Kia:  One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and the lowest cost of ownership in the industry. Kia recently moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, and the company is poised to continue its momentum with seven all-new or significantly redesigned vehicles scheduled to arrive in showrooms in 2013. Over the past decade Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

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**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

**About Denuo**

Denuo invents, solves and executes within the white spaces of marketing. Our definition of white space: Emerging marketing challenges and opportunities where set solutions don't yet exist. Denuo is part of Publicis Groupe. We have offices in Chicago, Los Angeles and San Francisco. Visit [www.denuo.com](http://www.denuo.com) for more information. Follow Denuo on Twitter at @denuology.

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1. Based on comparison of 12-month retail sales from September 2008 to September 2013 of all U.S. automotive brands and five-year average sales growth. [↑](#footnote-ref-2)