**News**

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**FOR IMMEDIATE RELEASE**

**Kia cars to drive success of Australian Open 2015**

**- 107 Kia courtesy vehicles provided for Australian Open 2015**

**- Kia brand ambassador Rafael Nadal unveils the ‘Kia X-Car’ – inspired by X-Men and produced in collaboration with Twentieth Century Fox Home Entertainment**

**(SEOUL) January 15, 2014** – As the major sponsor of Australian Open 2015, Kia Motors handed over a fleet of 107 official tournament vehicles to Tennis Australia, [the governing body for tennis in Australia](http://www.tennis.com.au/), 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. The Kia courtesy fleet will be driven by approximately 215 specially trained volunteer drivers who expect to clock more than 400,000 kilometers over thousands of journeys during Australian Open 2015.

Kia also held the world premiere of the ‘Kia X-Car’, a special X-Men-inspired all-new Kia Sorento, created in collaboration with Twentieth Century Fox Home Entertainment in support of X-Men Days of Future Past on Blu-ray, DVD and Digital HD. Kia’s ‘superhuman’ brand ambassador, Rafael Nadal, revealed the one-of-a-kind car. Kia has been actively engaging its social media fans to promote this latest showcar, inviting them to participate in a X-Men character guessing social campaign as well as releasing viral films related to the ‘Kia X-Car’. The latest video, ‘Making of Kia X-Car’ is can be viewed on Kia’s official corporate blog, Kia Buzz, at <http://kia-buzz.com/kia-x-car/>.

Following the handover of the Kia courtesy fleet to Tennis Australia’s CEO, Craig Tiley, Kia Motors Australia (KMAu) Chief Operating Officer, Damien Meredith, confirmed Kia’s ongoing support for tennis in Australia. “The Australian Open is the Kia brand’s longest running sports sponsorship program, and we are honored to be a proud supporter of one of the world’s greatest sporting events,” he said. “We are also very excited to unveil the ‘Kia X-Car’ here today as it showcases our commitment to delivering a more dynamic and exciting brand experience and products to our global audience.”

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After accepting the courtesy fleet, Mr. Tiley said, “We are grateful to Kia Motors as the major sponsor for their unwavering support year in and year out. The Australian Open is undeniably the mostly anticipated sporting event in the world in January, and we at Tennis Australia are pleased to once again accept the fleet of Kia vehicles which will keep the tournament moving smoothly over the next few weeks."

The majority of the 107-strong courtesy fleet – 70 vehicles – is made up of the Sorento SUV. Also comprising the fleet is Kia’s Carnival MPV (known as ‘Sedona’ in North America).

**About Kia Motors Corporation**

*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 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

**About Twentieth Century Fox Home Entertainment**

*Twentieth Century Fox Home Entertainment is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third party partner film and television programing. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™ and Digital HD™. Twentieth Century Fox Home Entertainment is a subsidiary of 21st Century Fox.*