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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia to reveal new Picanto at 2015 Geneva Show**

* **Updated exterior and interior design with new customisation options**
* **New premium features include cruise control and touchscreen infotainment**
* **Updates to 1.0-litre gasoline engine and reduced stopping distance**
* **On sale across Europe by the end of Q1 2015**

**(SEOUL) February 2, 2015** – Kia Motors Europe will unveil the enhanced Kia Picanto at the 85th Salon International de l’Automobile in Geneva on 3 March 2015. Kia’s stylish A-segment city hatchback features a range of dynamic and visual improvements to maintain its competitiveness.

The enhanced Kia Picanto boasts redesigned front and rear bumpers to enhance the car’s bold looks, as well as updates to Kia’s hallmark ‘tiger-nose’ grille. Buyers can now choose a new 14-inch alloy wheel design, and the inclusion of an optional sport pack makes the upgraded car stand out as one of the best-looking vehicles in the A-segment, in both three- and five-door variants.

Inside, the Picanto is now fitted with new chrome accents surrounding the driver’s instrument binnacle and dashboard air vents, and a new cloth upholstery pattern boosts the car’s youthful appeal. At the centre of the dashboard, a more modern fascia now surrounds the Picanto’s audio system.

**Premium features and greater customisation**

A range of optional premium features are being introduced to the Kia Picanto for the first time, including the latest generation of Kia’s AVN (audio-video navigation) system with a large 7.0-inch display screen (available from Q3). Customers can also specify a cruise control and speed limiter system to improve long distance comfort for the driver.

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In addition, the enhanced model now offers a series of three interior colour packs, allowing owners to customise their Picanto and stand out from the crowd. The sporty-looking Red Pack features black artificial leather and red cloth seats and high-gloss red and black door panel inserts. The vibrant, trendy Yellow Pack features black artificial leather and cloth seat upholstery with yellow stitching, as well as a bright yellow dashboard and steering wheel trim. Finally, the premium Brown Pack offers classy brown artificial leather seats, brown door trim and high-gloss piano black dashboard trim. Footwell illumination is fitted to the Picanto when buyers specify one of the three colour packs.

**Improved braking performance and Euro 6-compliant engines**

Occupant safety is further improved in the enhanced Picanto, with larger brakes reducing the car’s stopping distance. New larger 252 mm front brakes (increased from 241 mm) are available as an option, allowing the car to stop from 100 km/h in just 37 metres – an improvement of 2 metres.

The upgraded Picanto has received a series of small modifications to its 1.0-litre MPI (Multi-Point Injection) engine, ensuring the car meets strict Euro 6 emissions standards.

**Enhanced Picanto on-sale in Q1 2015**

The Picanto is manufactured at Kia’s Seosan manufacturing facility in Korea, and is among the brand’s best-selling models in Europe, with 51,102 units sold in 2014. The enhanced model will go on sale across Europe in by the end of March 2015, and will be sold with Kia’s unique 7-Year, 150,000 km warranty for complete peace of mind.

Editor’s note: The vehicle powertrain, specifications and features in this press release are for the Western Europe market and may differ depending on region.

**About Kia Motors Europe**

***Kia Motors Europe is the European sales, marketing and service arm of the Kia Motors Corporation. With its headquarters in Frankfurt, Germany, it covers 30 markets in Europe.***

**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 3 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 49,000 employees worldwide and annual revenues of nearly US$45 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.*

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