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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia to bring electric all-wheel drive Trail’ster to Chicago**

**(SEOUL) February 5, 2015** – Aligning form and function to conceive a uniquely compelling vehicle for the city-dweller-turned- outdoor-adventurer, Kia Motors America will take the wraps off the rugged Trail’ster e-AWD concept at the 2015 Chicago Auto Show.  With its bold design, fully retractable canvas roof and smartly integrated rear electric all-wheel drive system, the turbocharged Trail’ster takes Kia’s iconic Soul to a new level of expression, efficiency and capability.

The Kia Trail’ster concept will be unveiled at the Chicago Auto Show on Thursday, February 12, at 9 a.m. CT.

**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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