

**NEWS
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**Kia Middle East and Africa collaborates with Google and AlJabr Automotive to launch the new Sorento and Carnival in The Kingdom of Saudi Arabia**

**(Dubai, UAE) April 1, 2015** – Kia Middle East and Africa has recently collaborated with Google to broadcast the spectacular ‘4D’ show launch of the new Kia Sorento and Kia Carnival in the Kingdom of Saudi Arabia via “YouTube Live Stream” in partnership with Aljabr Automotive the sole distributor for Kia in the Kingdom.

The new Kia models were unveiled in a breathtaking way at the InterContinental Hotel in Al Ahsa governorate attended by Mr. Alex Chung President of Kia Motors Middle East & Africa Regional Headquarters and Sheikh Abdul-Latif Bin Hamad Aljabr, Chief Executive Officer of Aljabr Automotive Corp. In addition over 300 VIPs, media and top executives from Aljabr Automotive were present, while millions of online spectators viewed the unique unveiling via “YouTube Live Stream”

Mr. Alex Chung President of Kia Motors Middle East & Africa Regional Headquarters commented: “We are very proud to announce the launch of the new Sorento and Carnival in the Kingdom of Saudi Arabia with this incredible show. For the very first time in the Middle East, we have taken the opportunity to broadcast the launch live through our collaboration partnership with Google. As part of our dedication to always deliver the highest quality service and in line with our brand promise, we always aim to surprise and showcase innovative and unique ways to engage with our customers”.

Sheikh Abdul-Latif Bin Hamad Aljabr praised the leaps forward Kia has made in the Saudi market since Aljabr Holding Corp was named Kia Motors exclusive agent in Saudi Arabia in 2008 and its success since to reach high numbers of Kia sales, supported by expansion in branches, maintenance and spare parts centers. These expansions are directly proportional to the increased demand from Kia customers with whom Aljabr engages with in two parallel ways, to drive new Kia product sales and to provide the best service during and after sales to fulfill our customers’ requirements.

Pierre de Feuardent, Automotive Sector lead for Google in the Middle East and North Africa, said: “We wanted to bring the story of Kia to a maximum audience across the Kingdom and provide an immersive brand experience to automotive consumers on any device, including desktops, tablets and mobile phones. Thanks to a very close collaboration with the teams of Kia and AlJabr, we were able to make Al Jabr the very first car distributor in the Middle East to reveal a car launch live from YouTube and created a lot of excitement amongst the YouTube auto fans community.”

The all-new Sorento offers a number of significant advances that build on the success of the outgoing model. Its length and width have been increased and its height reduced. The changes have improved its road holding capabilities and provided more cabin space for passengers, with the vehicle comfortably seating up to seven occupants. The new dimensions have attributed to giving the car a sleeker profile and a more muscular stance, elements which have been accentuated with new styling.

The all-new Kia Grand Carnival features a bold and distinctive CUV-style (crossover utility vehicle) design and substantially higher quality interior, and offers both greater use of space and a range of safety and convenience features.

The new Grand Carnival is a stylish new entrant into the multi-purpose vehicle (MPV) category, offering greater luxury and sophistication and more power and is designed to appeal to style-conscious buyers of all ages who enjoy an active lifestyle.

The all-new Sorento and Carnival are now available to purchase at all Aljabr showrooms in the Kingdom of Saudi Arabia.

To watch the launch event video of the all-new Sorento and Carnival please visit: <http://www.kia-sa.com/?q=en/vehicles/sorento#D-Specifications>

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**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.*