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**NEWS  
FOR IMMEDIATE RELEASE**

**X-Men inspired Kia Sportage created ahead of *Apocalypse***

* **2nd generation Kia X-Car created in collaboration with *X-Men: Apocalypse***
* **Inspired by X-Men character Mystique and to be unveiled at the 2016 Australian Open**

**(SEOUL) December 22, 2015** – Kia Motors is getting ready to unveil a special, one-off X-Men-inspired Sportage CUV as part of its ongoing collaboration with Twentieth Century Fox and the X-Men movie franchise. The 2nd generation Kia X-Car has been created to promote the new *X-Men: Apocalypse* film and Kia’s sponsorship of the Australian Open 2016 tennis championship.

Inspired by X-Men character Mystique, the 2nd generation Kia X-Car mimics the appearance and powers of the famous shape-shifter. Fans of the X-Men film franchise and Kia Motors are invited to watch the Kia X-Car shape-shift in a special on-line video starring Kia’s ‘superhuman’ global brand ambassador Rafael Nadal by visiting <https://www.allaboutsportage.com/> from January 4, 2016. The Sportage, driven by Rafael Nadal in his efforts to take on the X-Men’s arch-villain Apocalypse, transforms from its standard state, shapeshifting into custom-designed bodywork with special textured ‘tone-on-tone’ matte and gloss blue paint finish, racing wheels and tires along with red and yellow bodywork highlights.

Ahead of the *X-Men: Apocalypse’s* global release in cinemas in May 2016, the brand will take the covers off the new car in Melbourne, Australia before the start of the the Australian Open 2016 in January and will display the show car to the public at Melbourne Park throughout the tournament (January 18-31) before making appearances at various international motor shows and fan events in the run up to the film’s premiere in May 2016.

The Sportage-based Kia X-Car is the company’s second show car project in collaboration with Fox, following the Wolverine-inspired Sorento that was shown at the Australian Open 2015 earlier this year. The all-new Kia Sportage production model was revealed earlier this year, building on the global success of the best-selling outgoing model with an attractive, all-new exterior design, a host of advanced new technologies and enhanced quality. The all-new Kia Sportage will go on sale in overseas markets in early 2016.

**\*\*\*more\*\*\***

To find out more about the unique 2nd generation Kia X-Car, visit Kia Motors’ microsite at <https://www.allaboutsportage.com/>

**About X-Men: Apocalypse**

*Following the critically acclaimed global smash hit X-Men: Days of Future Past, director Bryan Singer returns with X-MEN: APOCALYPSE. Since the dawn of civilization, he was worshipped as a god. Apocalypse, the first and most powerful mutant from Marvel’s X-Men universe, amassed the powers of many other mutants, becoming immortal and invincible. Upon awakening after thousands of years, he is disillusioned with the world as he finds it and recruits a team of powerful mutants, including a disheartened Magneto (Michael Fassbender), to cleanse mankind and create a new world order, over which he will reign. As the fate of the Earth hangs in the balance, Raven (Jennifer Lawrence) with the help of Professor X (James McAvoy) must lead a team of young X-Men to stop their greatest nemesis and save mankind from complete destruction.*

**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 180 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.*

*For more information about Kia Motors and our products, please visit our Global Media Center at* [www.kianewscenter.com](http://www.kianewscenter.com)**.**

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