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NEWS

Kia to reveal all-new SUV concept at NAIAS

(SEOUL) January 6, 2016 – Kia Motors will reveal a new concept car January 11 at the 2016 North American International Auto Show (NAIAS). Conceived at the automaker's California design studio, the concept offers an abundance of advanced technology – including state-of-the-art health-and-wellness technology – and takes Kia's design language in a bold new direction, suggesting styling of a possible future premium large SUV in the brand's lineup.

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.

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