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**NEWS
FOR IMMEDIATE RELEASE**

 **Peter Schreyer marks 10 years with Kia Motors**

**(SEOUL) September 21, 2016** – Peter Schreyer is marking ten years of leading new car design for Kia, a period during which the Korean brand’s global sales have risen from around 1.1 million cars in 2005, to 3.05 million in 2015.

Peter Schreyer has been the mastermind of Kia’s design revolution over the last decade, a shift which has fundamentally altered the way in which the company’s models are perceived around the world. Having joined Kia Motors in 2006 as Chief Design Officer, Peter Schreyer is now President and Chief Design Officer of Kia Motors Corporation.

**Establishing Kia’s new image**

Kia had been making improvements for a number of years up to 2006, the year in which Peter Schreyer joined the business as Chief Design Officer. The brand introduced the new European-built cee’d and its unique 7-Year, 150,000 km warranty to Europe in the same year, and expanded its global manufacturing capabilities as new models entered production.

Customers around the world were opening their eyes to the value and quality of Kia cars – and Peter Schreyer’s fresh design viewpoint provided the impetus for the transformation of the brand and its image, matching Kia’s increasingly global outlook.

Peter Schreyer explains: “When I started at Kia, it was important that we established an identity and a consistent feeling across the brand. But the story of how our new vehicles came to life is about so much more than just aesthetics. It involves intricate choices in how complex ideas work together to create something that generates an emotional response.”

In the following years, this vision resulted in the establishment of a consistent design DNA across the growing Kia model line-up, with recognizable signature elements featured in a number of new designs. Peter Schreyer’s direction has helped Kia establish a clear identity, raise brand awareness, and put into production a series of modern, progressive new car designs.

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**‘Korean Cool’: the inspiration behind the designs**

As Kia has transformed its model range, the proliferation of Korean culture around the world – K-Pop, ‘Gangnam Style’, modern architecture in Kia’s own Korean domestic market, and the appreciation of Korean art, to name a few – has helped inspire Schreyer and his design teams.

Peter Schreyer commented: “For designers, it’s important to not only look at cars, but to be interested in architecture, art, music, industrial design…all sorts of things. They are influencing us and we are influencing them. People now know more about Korea, and about what’s going on there. On the one hand you have this ‘heartbeat’ when you go to Seoul, and on the other hand you have the silence, the concentration. Both of these things inspire me and our designers.”

It’s this contrast that has inspired the design language of Kia’s models. Schreyer explains: “We have this treasure where we can find inspiration in art, and simplicity – the luxury of empty space and surfaces. It’s very simple but it’s done with a lot of diligence and concentration.”

Peter Schreyer’s design philosophy is borne out of this Korean inspiration: ‘the simplicity of the straight line’, which characterizes every one of the designs he has overseen. The growth of a truly global network of designers has led to different interpretations of this approach, with design centers now established in California in the USA, Frankfurt in Germany, and at the company’s Namyang R&D center in Korea.

**Changing perceptions of the Kia brand**

The 2010 Kia Optima, one of the first Kia models to be designed entirely under the direction of Peter Schreyer, is seen today as the catalyst for the recent design-led transformation of Kia’s product range. As well as offering new technology and greater refinement than its predecessors, the Optima’s design added depth to the Kia model line-up and fundamentally changed the way people saw the Kia brand in markets all around the globe. The newest generation Optima, launched earlier this year, also retains this unique personality.

In addition to the Optima, and every production model since, Peter Schreyer has also directed the creation of a number of design concepts, exploring and pushing the boundaries of Kia’s design capabilities. Concepts such as the 2012 Track’ster, 2014 GT4 Stinger and 2010 Ray have shown an exciting vision of future Kia designs, and have helped establish greater depth and a global outlook to Kia design as a whole.

**Design highlights**

Peter Schreyer’s favorite designs from recent years include the Soul, which “changed the brand” with its stand-out looks and cool, alternative image; and the new Optima Sportswagon, a true “European lifestyle car” due on sale across Europe later this year.

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The stunning, “forward thinking” Kia GT Concept was launched at the Frankfurt Motor Show in 2011 and suggested what a four-door sports sedan from the company could look like.

The GT Concept also happens to be Schreyer’s favorite design of all: “You know when you have more than one kid, you can never say which your favorite is. You love them all. I also do, with all the cars I’ve designed, but there is one that stands out a little bit, I must admit. The GT Concept was a dream project for me and our designers because we got the chance to make a real GT, a car where you can travel in style.”

**The future of Kia design**

Design has played a key role in transforming the perception of the Kia brand and its products over the last few years – and the company will continue with this design-led approach for many years yet. New launches in new segments over the coming years, and the ongoing rebirth of new model generations, mean that Kia design will continue to be at the heart of the company’s success in future.

Schreyer concludes: “What really excites me is how fast this company is evolving. The brand as you knew it 10 or even five years ago is gone. You can see it in even the smallest detail. You can feel it in the sophisticated textures and materials. And you experience it in ways that are inter-related and connected. As we move forward, it’s important that change is an improvement and not just for the sake of looking different.”

**About Kia Motors Corporation**

*Kia Motors Corporation (www.kia.com) – a maker of world-class 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 at 14 Kia 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 over 50,000 employees worldwide and annual revenues of nearly US$44 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)*.*