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**NEWS**

**Kia to unveil all-new Picanto**

**(SEOUL) December 22, 2016** – Kia Motors today reveals the first design details of the Picanto, the third-generation of one of Kia’s global best-selling cars.

The new Picanto combines a youthful and energetic new exterior and interior design with greater potential for customer personalization, inside and out. Retaining its characteristically compact dimensions, the new Picanto conveys a more assertive stance through bolder body lines and a vibrant colour palette.

Inside, the car’s suite of high-tech comfort, convenience and safety features is underscored by a modern and refined new cabin design, with smarter packaging efficiency than ever before.

Kia’s all-new A-segment city car will be fully revealed early in 2017.

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**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).