**NEWS**

**Kia to reveal new concept at 2017 Frankfurt Motor Show**

**Frankfurt, 30 August 2017** – Kia Motors will unveil a new concept car at the 2017 Frankfurt International Motor Show on 12 September.

Designed at Kia’s European design centre in Frankfurt, just 500 metres from where it will be unveiled, the concept car indicates what the next-generation cee’d could look like.

The concept presents a new body type for Kia. The extended hot hatch retains the athleticism of the current pro\_cee’d model, while combining its striking visual presence with a dash of real-world versatility. Reworked and reimagined for a new generation of driver, it puts forward a bold vision for a potential member of the next-generation cee’d family.

Kia will unveil its new concept on 12 September on the Kia stand, located in Hall 9 of the Frankfurt Messe exhibition centre.

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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 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 51,000 employees worldwide and annual revenues of over 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).