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**NEWS**

**FOR IMMEDIATE RELEASE**

**KIA CONCEPT NIRO EV WINS REVIEWED.COM’S EDITORS’ CHOICE AWARD**

*Concept represents the next step in the brand’s ongoing journey to electrification*

• Hyundai Motor Group sweeps Reviewed.com’s Automotive category at CES

• Niro EV concept combines the stylish design of a modern compact SUV with the high efficiency of an advanced battery-electric powertrain

**(SEOUL) January 11, 2018** – Today at the 2018 Consumer Electronics Show (CES) the striking Niro EV concept vehicle won the coveted Reviewed.com Editors’ Choice award in the automotive category. Following the review of hundreds of products at CES, the publication’s recognition highlights Kia Motors’ continued drive toward expanding its line of alternative fuel vehicles. Although only a concept, the vehicle on display at CES hints at what a future production Niro EV might one day resemble.

The Niro EV Concept is powered by a next-generation electric vehicle powertrain, using new production technologies earmarked for near-future EVs from Kia. Energy is provided by a high-capacity 64 kWh lithium-polymer battery pack, paired with a powerful 150 kW electric motor. The Niro EV Concept suggests a driving range of 238 miles (383 kilometers), with zero tailpipe emissions.

The win marks a sweep of the Automotive category for the Hyundai Motor Group as Hyundai’s Nexo Fuel Cell vehicle was also recognized by the outlet. CES 2018 marks the fourth year of a partnership between Reviewed.com and the Consumer Technology Association.

**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. Nearly 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 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).

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