******

Media Contact:

JH SO

Senior Manager

Tel: +82 2 3464 8505

E-mail: jeonghyun.so@kia.com

**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia previews design of new ProCeed**

**Seoul, 29 August 2018** – Previewed in a new sketch released today, the new Kia ProCeed merges stunning design with the space and versatility of a tourer in a five-door shooting brake body.

The new ProCeed follows the design blueprint laid down by the 2017 Kia Proceed Concept, and will offer drivers an unparalleled combination of design and versatility. Designed, developed and engineered exclusively for Europe, it represents a unique proposition in the mid-size family car segment.

The new Kia ProCeed will be revealed at an event on 13 September, and make its public debut at the 2018 Mondial de l’Auto in Paris on 2 October.

###

**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. About 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$47 billion. It is the major sponsor of the Australian Open, official automotive partner of FIFA – the governing body of the FIFA World Cup™ – and official partner of the UEFA Europa League – the world’s largest professional club football competition. 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).