

News Release

Dynamic energy: The next-generation Kia Sportage

(SEOUL) August 17, 2015 – Kia Motors will reveal its all-new Kia Sportage for the first time globally on 15 September at the 2015 Frankfurt International Motor Show.

Entering its fourth-generation, the all-new Sportage features a bold, progressive design, which exudes power and agility from every angle. The dynamic compact SUV styling creates visual harmony out of the tension between bold, precise feature lines and dramatically-sculptured bodywork.

Inside, the all-new Sportage marries simple, modern style with rich material quality for Kia's most refined, highest-quality cabin to date.

With the design of the new model led by the brand's European design centre – located in Frankfurt – the all-new Sportage represents the future face of Kia.

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Kia Motors Corporation (www.kia.com) – a maker of 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 in 10 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 around 49,000 employees worldwide and annual revenues of nearly 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.

Kia Canada Inc. (www.kia.ca – www.facebook.com/kiacanada) a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC), which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Sorento and K900 luxury sedan through a network of 188 dealers nationwide. Kia Canada Inc. employs 160 people in its Mississauga, Ontario headquarters and four regional offices across Canada. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.