

# NEWS

## **Kia SPORTSPACE concept to be unveiled at Geneva**

**(SEOUL) February 17, 2015** – Kia Motors Europe will unveil an innovative new concept, the Kia SPORTSPACE, at the 85<sup>th</sup> Salon International de l'Automobile in Geneva on 3 March 2015.

Created for long distance driving, the SPORTSPACE has been designed for fast and efficient travel with maximum comfort and minimal stress, in the best grand touring tradition of the weekend getaway.

Designed at Kia's Frankfurt design studio, under the direction of Gregory Guillaume, Chief Designer Europe, the SPORTSPACE features a unique and captivating body shape. The car is born out of a commitment to provide stylish and exciting transportation for four which is also spacious and functional, without sacrificing the performance, sustainability and economy that Kia is known for.

Recognisably a Kia due to its signature 'tiger nose' grille, finely judged proportions and simple, clean surfaces, SPORTSPACE has a bold, dynamic shape with real road presence. At the same time, it offers a high level of interior comfort and substantial practical load space.

"We set out to design a car that is a totally new breed of grand tourer – one for active people who need reasonable cargo space on the weekend, but don't want to compromise moving around in style, comfort and with an element of sportiness," explains Gregory Guillaume, Chief Designer Europe.

### **About Kia Motors Corporation**

*Kia Motors Corporation ([www.kia.com](http://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 150 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](http://www.kia.ca) – [www.facebook.com/kiacanada](http://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, Optima and Sorento through a network of 188 dealers nationwide. Kia Canada Inc. employs 159 people in its Mississauga, Ontario headquarters and four regional offices across Canada, with an all-new state-of-the-art facility in Montreal. 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.*

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