



NEWS

Kia unveils all-new Sportage at 2015 Frankfurt International Motor Show

(SEOUL) September 15, 2015 – Kia Motors has today unveiled the all-new Kia Sportage at the 66th Frankfurt International Motor Show (IAA).

Global premiere for the next-generation Kia Sportage

Kia Motors is taking the wraps off the all-new Kia Sportage, which makes its worldwide premiere at this year's IAA. Entering its fourth-generation, the new Kia Sportage compact SUV offers an innovative and sophisticated package to buyers in an increasingly competitive segment of the market.

The all-new Sportage builds comprehensively on the success of the outgoing model, with an attractive, all-new exterior design, a host of advanced new technology features and greater quality.

The new-look interior is made up of higher quality materials and a modern new design, as well as improved practicality and a range of technologies to improve comfort, convenience, connectivity and safety. The new Sportage will offer enhanced efficiency and performance, while ride, handling and refinement are all improved.

The new model will go on sale across Canada in Q1 2016.

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About Kia Motors Corporation

The Power to Surprise

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.

About Kia Canada

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 Cadenza 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.

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