



News Release

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ALL-NEW 2019 KIA NIRO EV¹ CROSSOVER UTILITY MAKES CANADIAN DEBUT

New EV Delivers a Fantastic New Package

- State-of-the-art 64 kWh battery and 201-horsepower electric motor
- Combined Charging System (CCS) DC fast-charge is standard equipment: approximately 135 km in 30 minutes using a 50kW charger or 193 km in 30 minutes using a 100kW charger
- Multi-functional crossover format provides a vehicle for every lifestyle

MONTREAL, January 10, 2019 – The new Niro EV opens a world of new possibilities for consumers who love crossover characteristics but also want all the benefits electric vehicles have to offer. Not only can they have all the functionality of a traditional crossover, but they can have it while happily driving past filling stations.

Powertrain and Battery

Energy and power for Niro EV comes from a state-of-the-art, liquid-cooled 64kWh lithium ion polymer battery that is packaged under the floor of the vehicle to allow for minimal passenger space intrusion. Fast charging² rates are brief, so even extended road trips can continue after only short charging intervals. Some specifications and features of the Niro EV battery and powertrain include:

- 201-horsepower electric motor with 291 lb.-ft. of torque
- Charging protocol changed to CCS and battery can now charge at 100kW
- Combined Charging System (CCS) DC fast-charge is standard equipment: approximately 135 km in 30 minutes using a 50kW charger or 193 km in 30 minutes using a 100kW charger
- Level 2 (240v) at 7.2 kWh charger needs approximately 9.5 hours for a full charge

The Driving Experience — A Blast on the Road and Flexible, Too

With 291 lb.-ft. of torque, the Niro EV's powerful electric motor offers plenty of pull and, well, electrifying get-up-and-go. Add to that a low centre of gravity due to the floor-mounted battery pack and a 2700mm (106.3 inch)-long wheelbase, the Niro EV delivers a vehicle that's entertaining to drive, stable and feels planted and substantial on the road. Of course, driving style affects the amount of

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energy expended, and the Niro EV is equipped with a variety of tools that put lots of useful energy management control in the driver's hands, including:

- Four drive modes – Eco, Normal, Sport and Eco+ – that automatically adjust regenerative braking level, air conditioning and heating settings, and even set speed limits to help manage operating efficiency³
- Smart regenerative braking operated via paddle shifters provides drivers the ability to slow the car and capture kinetic energy, returning energy to the battery and adding extra range. Drivers can choose from four regen braking levels (0 to 3) depending on how aggressive drivers want the regen effort and energy efficiency (range) needs
- Brake and Hold System feature allows regen paddle shifter to bring the car to a full stop, adding energy to the battery that would be lost using normal braking⁴
- Smart Regen System adjusts the regenerative braking level based on a vehicle being detected in front of the Niro EV and can create smoother coast-down driving, especially when descending a steep road⁵
- Smart Eco Pedal Guide display on the instrument cluster that helps to keep the driver aware of real-time power distribution based on accelerator pedal input

NIRO EV HIGHLIGHT – WHAT IS THAT SOUND?

Part of the great fun of EV ownership is the futuristic aspect of the vehicle you're driving. The Niro EV is not only a blast because of its powerful and torquey motor, but it also makes a fantastic techy whirring noise when moving that evokes speedy sci-fi craft. One early tester confessed to driving the car in parking garages with the windows down just for the pleasure of hearing the motor. The sound, though, is actually produced by the Pedestrian Warning System, a speaker and controller assembly mounted behind the front bumper. Without it, the Niro EV would be silent, possibly very cool, but which some consider a potential hazard to pedestrians. So, the car makes its fantastic futuristic whir so everyone knows it's coming. While we apologize to those who wanted to believe they really were piloting an earth-bound spaceship, they can take comfort in the knowledge that the Niro EV is still a very sophisticated machine.

Design – A Unique Expression of a Successful Style

When Kia designed and created the Niro, it was engineered to accommodate many different advanced electrified powertrains. First to arrive in Canada in 2017 was the hybrid, then in 2018 the Plug-in Hybrid (PHEV), and now a fully-electric powertrain. This battery-electric Niro EV is right on trend as consumers shift more and more to electric vehicles while looking for the attributes of

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crossovers, such as the higher seating position for easy ingress/egress and better visibility, and the utility and function for varied lifestyles (629L of cargo space including luggage under-tray space and 1,804L with the backseat folded, including luggage under-tray space). In order to provide the Niro EV its own character, it has several unique exterior and interior design cues, including:

Exterior:

- Unique front fascia with closed off grille – no need for an open grille, since there’s no internal combustion engine to cool
- “Arrowhead” LED Daytime Running Lights
- New lower air intake with EcoDynamics blue surround accent
- Specially-designed 17-inch alloy wheels engineered to help reduce drag and improve efficiency
- Reshaped rocker panels
- Revised front and rear bumper fascias with blue trim accents – unique to the Niro EV

Interior:

- High-tech rotary shifter dial (shift-by-wire) with available customizable “mood” lighting
- Large, multi-functional centre console with many storage options, cup holders, storage compartments and 3 USB ports – 2 charging and one connectivity

Technology — Equipment-Rich, Advanced Connectivity, Safety Features, and Driver Assistance Systems

The Niro EV is loaded with high-tech, advanced automotive technology to complement its status as a state-of-the-art, all-electric vehicle. Equipment includes the suite of Advanced Driver-Assistance Systems, and a long list of standard and optional equipment, highlights of which are listed below.

- Standard 8-inch colour touchscreen⁶ with Navigation, rear view monitor⁷ and parking guidance
- Standard 8-speaker Harmon/Kardon Premium Audio System (AM/FM/MP3/HD Radio/Satellite Radio) with USB input
- Standard Apple CarPlay⁸ and Android Auto⁹ and wireless smart phone charging¹⁰
- Bluetooth wireless connectivity¹¹ w/ voice recognition
- 7 airbags¹² (dual front advanced air bags, dual front seat-mounted side air bags, side curtain air bags with rollover sensor, driver's side knee air bag)
- Vehicle Safety Systems¹³

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- Antilock braking
- Traction control
- Electronic stability control
- Hill-start assist control
- Tire pressure monitoring system
- Advanced Driver-Assistance Systems (ADAS)¹⁴
 - Forward Collision Warning (FCW)
 - Advanced Forward Collision-Avoidance Assist
 - Lane Departure Warning (LDW)
 - Lane Keeping Assist (LKA)
 - Blind Spot Collision Warning (BSW)
 - Driver Attention Warning (DAW)¹⁵
 - Advanced Smart Cruise Control
 - Rear Cross-Traffic Collision Warning
 - Standard Parking Distance Warning - Forward and Reverse

New for Niro EV is a revamped UVO Intelligence Connected Car System that allows owners to monitor and control a long list of vehicle operations, including:

- Notifications of battery and charging status
- Real-time charging station update (late availability)
- Scheduled charging
- Auto Collision Notifications – the vehicle will send a notification to the server if the vehicle is in an accident and the system dials 911 emergency services, provides the car position via GPS, and opens a live microphone so that emergency workers can communicate with the vehicle occupants
- Pre-condition the vehicle cabin temperature prior to use¹⁶

NIRO EV HIGHLIGHT – BATTERY COMPOSITION

Kia Motors Corporation sources EV, HEV, and PHEV batteries from multiple global suppliers. The battery specifications and exact cell chemistry varies for each application, which can impact materials and sourcing. Globally, battery manufacturers, including Kia suppliers LG Chem and SK innovation, source battery elements, including cobalt, from a variety of regions. These battery manufacturers regularly review mineral sourcing, and re-source to new areas to manage stability, cost, logistics, and other factors, ultimately looking at other ways to source cobalt and to reduce usage. Battery engineers are striving to progressively reduce the cobalt required, and are succeeding.

Made in Korea, Coming to North America

The new Niro EV will be built in South Korea at Kia's Hwaseong manufacturing facility, right alongside the Niro hybrid and plug-in hybrid. When it goes on sale early next year (pricing will be announced near the on-sale date), the Niro EV will be available in one trim, SX Touring. Standard features include:

- 8-inch colour navigation¹⁷ touchscreen with navigation
- Power tilt/slide sunroof
- LED headlamps
- 8-speaker Harman/Kardon¹⁸ premium audio system with external amplifier and subwoofer
- Auto-dimming mirror with Homelink¹⁹
- Heated steering wheel
- LED interior lighting
- Mood lighting
- Parking distance warning – forward and reverse²⁰
- Deluxe scuff plate

About Kia Canada Inc.

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, Optima and Sorento through a network of 193 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and three regional offices across Canada, including a state-of-the-art facility in Montreal.

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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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¹ Expected in early 2019 at select retailers and in select markets with limited availability.

² Frequent use of DC fast charging can negatively impact battery performance and durability, and Kia recommends minimizing use of DC fast charging.

³ Actual range will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature and your vehicle's condition. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov

⁴ The Brake and Hold system is not a substitute for safe driving. Do not solely rely on the system to stop the vehicle or avoid collisions. Always drive safely and use caution.

⁵ The Smart Regeneration system is not a substitute for safe driving, and may not detect all objects in front of the vehicle. Do not solely rely on this system to stop the vehicle or avoid collisions. Always drive safely and use caution.

⁶ Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a vehicle system that takes your focus away from safe vehicle operation.

⁷ Rear View Monitor is not a substitute for safe driving, and may not display all objects behind the vehicle. Always drive safely and use caution.

⁸ Apple CarPlay™ is a trademark of Apple Inc. Requires a compatible Apple device sold separately. Apple CarPlay™ runs on your smartphone cellular data service. Data plan rates apply.

⁹ Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC.

¹⁰ Charging system only works with select devices. Refer to the vehicle's Owner's Manual for warnings and instructions.

¹¹ The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc., and any use of such marks by Kia is pursuant to license. A Bluetooth® enabled device is required to use Bluetooth® wireless technology.

¹² For maximum protection, always wear your seat belt.

¹³ No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

¹⁴ These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

¹⁵ Driver Attention Warning is not a substitute for safe driving and may not detect all instances of driver fatigue or inattentive driving practices. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.

¹⁶ Remote features require a UVO subscription, included complimentary for five years

¹⁷ Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information.

¹⁸ Harman/Kardon is a registered trademark of Harman International Industries, Inc.

¹⁹ HomeLink® is a registered trademark of Gentex Corporation.

²⁰ These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.