



News

New Kia Sorento recognised for its environmental credentials

- **Sorento awarded TÜV Nord Life Cycle Assessment (LCA) certificate**
- **Twelve Kia models now ISO 14040 certified**
- **All models developed with whole-life environmental impact in mind**

(SEOUL) December 10, 2014 – The all-new Sorento, revealed overseas for the first time at the 2014 Paris Motor Show in October, has become the latest Kia model to achieve internationally-recognised certification for its whole-life impact on the environment.

TÜV Nord, a leading independent technical inspection organisation, has certified the new Kia Sorento according to the ISO 14040 Life Cycle Assessment (LCA) standard. LCA forecasts the environmental impact of a vehicle during its full life, as well as a wide range of development and manufacturing factors – including raw material extraction, pre-production testing and the efficiency of factory facilities.

The company received its first TÜV Nord certification in 2008 for the Europe-specific cee'd model. Following the LCA accolade for the Sorento, there are now 12 Kia models with ISO 14040 certification.

Comparing the new Sorento to its predecessor, the mid-size sports utility vehicle (SUV) improved its 'Photochemical Oxidants Creation Potential' (POCP) by nearly 13%. POCP measures the amount of smog created by a vehicle's manufacturing process and by the vehicle itself throughout its life.

Soon-Nam Lee, Vice President of the Overseas Marketing Group at Kia Motors Corporation, commented, "We put as much focus on minimising the carbon footprint of our manufacturing operations as we do on reducing the environmental impact of our cars throughout the period of ownership. All Kia models are now built with comprehensive, whole-life environmental impact in mind."

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Earlier this year, Kia announced its intention to achieve ISO 50001 certification across all its global production facilities. ISO 50001 is an international standard on

corporate energy conservation planning and implementation, and will result in tighter management of energy consumption. Kia's Gwangju plant has been ISO 50001-certified since 2012, with other facilities due to follow.

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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 2.7 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 48,000 employees worldwide and annual revenues of over US\$43 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, Optima and Sorento through a network of 187 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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