



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

Kia CUB springs a surprise at Seoul Motor Show

- Global premiere of all-new CUB compact four-door coupe concept
- Comfortable four-seater cabin appeals to trend-setting urban dwellers
- Rearward-opening rear door ensure excellent cabin access

(SEOUL) March 28, 2013 - Kia Motors sprang a major surprise on visitors to the *9th Seoul International Motor Show* today (Thursday) in Korea with the world premiere of its all-new 'CUB' concept.

Designed at the Kia headquarters studio in Seoul, under the direction of President and Chief Design Officer, Peter Schreyer, the CUB is less than four meters long, has rearward-opening rear doors and an 'access-all-areas' interior concept without traditional B-pillars, providing excellent access to the luxuriously trimmed cabin.

"The new Kia CUB is a compact, four-door coupe created with a clear focus on driving performance and practicality," comments Thomas Oh, Senior Executive Vice President and COO, Kia Motors Corporation. "Styled to appeal to trend-setting urban dwellers, the CUB features a comfortable four-seater cabin which generates an emotional, feel-good response and delivers everyday, real-world benefits."

The exterior styling of the CUB highlights that it is both sleek and small, with a cheerful face and a daring character. Design features created by Peter Schreyer for the 2007 Kia Kee 2+2 concept are revisited in a new form. The CUB's nose has a broad wrap-around 'mouth' and there is a 'dip' in the top of the windshield - a motif that is featured on Optima, Sportage and Cadenza models. The latest interpretation of Kia's signature grille is a shallower design incorporating the turbocharger's air intake, highlighted in body colour.



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The headlamps feature two-point LED lights - similar to those which first appeared on the Kia Quoris large flagship sedan last year. Large 19-inch alloy wheels fill the wheelarches and the front doors have aerodynamic 'turning-vanes' at sill level to streamline and add definition the CUB's flanks.

At the rear, LED tail lights complete the premium feel of the exterior and the nose treatment derived from Kia's Kee concept car is replicated at the tail to accentuate the width of the vehicle.

The super-smooth exterior, with its flush glazing, minimum-drag wing mirrors and automatic touch-type door handles, promises ultra-low aerodynamic drag. A two-colour paint finish with sporty stripe hints at the CUB's high-performance potential, while the car's broad track gives it an imposing stance.

Four-seater luxury cabin

With four individual seats, the CUB's interior presents a unique ambience. The cabin creates the sensation of a luxurious coupe and is trimmed in black leather with yellow colour accents around the seats, door armrests and steering wheel.

The instrument cluster design is inspired by the eyes of a wild animal. The centre-stack design is minimalist with an air vent controlled by touch sensor. For extra safety, the steering wheel rim is capable of monitoring the driver's biorhythms.

As well as a steering-wheel, there is a DIS (Driving Information System) controller connected to a gesture camera which provides easier operation while driving. With well-defined motions, drivers can set up each menu on the centre display. Hinting at the high-performance nature of the CUB, there is a footrest provided in the front passenger footwell.



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Turbocharged 204 ps engine

The CUB powertrain features a new version of the company's 1.6-litre Gasoline Direct Injection (GDI) engine - recently confirmed as the powerunit for the new Kia pro_ceed GT and cee'd GT sold in Europe.

Fitted with a twin-scroll turbocharger and strengthened internal components, the new engine generates 51% more power (204 ps) and 60% more torque (265 Nm) than the regular 1.6 unit. This engine enables both of Kia's European GT models, with a six-speed manual transmission, to accelerate to 100 km/h in 7.7 seconds and reach a top speed of 230 km/h.

At present there are no plans to put the Kia CUB concept into volume production.

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About Kia Motors Corporation:

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 nine 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 over 47,000 employees worldwide and annual revenues of US\$42 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 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 181 dealers nationwide. Kia Canada Inc. employs 162 people in its Mississauga, Ontario headquarters and four regional offices across Canada,



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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.

Cathy Laroche

Public Relations Manager

Kia Canada Inc.

C: 514.554.0843

E: claroche@kia.ca

Daniel Ponzini

Public Relations & Events Coordinator

Kia Canada Inc.

T: 905.755.6415

C: 647.462.8986

E: dponzini@kia.ca