



## NEWS

### **Kia GT4 Stinger concept and 2014 Soul earn International Design Excellence Awards**

- **The Industrial Designers Society of America presents Kia with two IDEAs, honoring design excellence in Transportation category**
- **Kia receives IDEA Silver for the sleekly sculpted GT4 Stinger concept car and IDEA Bronze for the distinctively hip 2014 Soul**

**(SEOUL) July 18, 2014** – Kia Motors has built a reputation for world-class design over the last several years, and recently, the Industrial Designers Society of America (IDSA) has added to the Korean brand’s renown with a pair of prestigious design awards. Kia received International Design Excellence Awards (IDEA) in the transportation category for both the GT4 Stinger concept vehicle and 2014 Soul, earning Silver and Bronze honors, respectively. Kia received a Bronze IDEA in 2012 for the Kia Rio sub-compact vehicle design.

As an internationally known assessment of global design, the IDEA recognizes designs that affect quality of life and promise significant economic impact through innovation in categories such as Automotive and Transportation, Design Strategy, Computer Equipment, Environments, and more. The 2014 competition included 2,000 candidates from 39 countries with each entry evaluated for innovation, benefits to the user and client, sustainability and visual appeal.

“These IDEA honors are truly a testament to the abilities of the Kia Motors design team,” said Tom Kearns, chief designer, Kia Design Center America (KDCA). “The GT4 Stinger was conceived selfishly, but to great effect: We wondered what it would be like for the California-based design team to execute our vision of the ultimate Kia performance car, with a keen focus on drop-dead-gorgeous exterior styling and unparalleled driving dynamics. As for the Soul, reinventing an icon is perhaps the biggest challenge our team has faced. You have to offer a fresh take without losing the essence of what made the original so appealing. In both cases, we couldn’t be happier with the results.”

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The Kia design team, led since 2006 by Kia Motors Corporation president and chief design officer Peter Schreyer, has consistently garnered praise for its innovative, European-influenced work, transforming the Kia brand and contributing to substantial global growth over the last five years. The IDEA honor is the third major design accolade for Kia's second-generation urban passenger vehicle, the 2014 Soul, joining Red Dot and iF awards. The GT4 Stinger concept car, meanwhile, has earned media and industry praise around the world for its stunningly aggressive and sporty appearance.

### **About the GT4 Stinger**

First introduced at the 2014 North American International Auto Show in Detroit, the GT4 Stinger is Kia's most aggressive concept car ever and a true enthusiast's machine. As an authentic rear-drive 2+2 sports car, the GT4 Stinger turns heads as a daily driver but is also right at home on the track. Beneath the hood resides a tuned version of Kia's race-proven 2.0-liter turbocharged gasoline direct injected (T-GDI) four-cylinder engine, which puts out an impressive 315 horsepower.

### **About the 2014 Soul**

Instantly recognizable yet thoroughly fresh – with more than a passing nod to the hot Track'ster concept – the 2014 Soul rides on a new chassis that is stiffer, longer and wider than the previous Soul. The Soul's new dimensions allow for more passenger and cargo room while NVH levels have been reduced dramatically. Increased torque and significant suspension upgrades make the 2014 Soul a nimble and agile companion in congested urban environments.

### **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 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.*

For more Kia news, photography and video, please visit our global media center at <http://kia.synapticdigital.com/Home>.

**About Kia Canada Inc.**

*Kia Canada ([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, K900 and Sorento through a network of 185 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 to open in Montreal shortly. 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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