



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario  
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## News Release

# Kia Niro concept to be unveiled at Frankfurt

Date | August 29, 2013

(Frankfurt, Germany) August 29, 2013 - Kia has confirmed that its dramatic new European concept, to be unveiled at the 65<sup>th</sup> *Internationale Automobil-Ausstellung* (IAA) in Frankfurt, will be called the Kia Niro.

The Kia Niro hints at a possible future B-segment contender ready to take on the urban environment with style and tenacity, and will preview an innovative new powertrain when it is revealed on September 10<sup>th</sup>. The car was designed at Kia's Frankfurt design studio - less than a kilometre away from the IAA - under the direction of Gregory Guillaume, Chief Designer Europe.

Accepting any challenge that the assured modern motorist may throw at it, Niro combines a mischievous character in a clearly robust and substantial yet stylish body shape featuring a mix of contrasting materials - including stainless steel elements - in compact, purposeful dimensions.

Born out of Kia's determination to seek new compact-car options for the individualistic and demanding driver for whom size is an issue, Niro features intriguing elements not always associated with smaller cars and has been created in Europe with European tastes and expectations very much in mind.

Niro's unveiling in Frankfurt will be used to gauge potential customer response for future showroom models.

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### ***About Kia Canada Inc.:***

*Kia Canada Inc. ([www.kia.ca](http://www.kia.ca) - [www.facebook.com/kiacanada](https://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 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 and inspiring experiences that go beyond expectations.*



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***About Kia Motors Corporation:***

*Kia Motors Corporation ([www.kia.com](http://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.*

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