



NEWS

Global debut for all-new Kia Sportage at Frankfurt Motor Show

- New design and advanced technologies for fourth-generation compact SUV
- Modern layout and greater refinement for high quality new cabin
- Greater passenger comfort with more space and less noise
- The safest Sportage yet, with a stronger body and new active safety tech
- Smoother, more refined ride and greater handling agility
- New technologies include wireless phone charging, Android Auto and Autonomous Emergency Braking

Frankfurt, 2 September 2015 – Kia Motors today takes the wraps off the all-new Kia Sportage, with an attractive, all-new interior and exterior design, a host of advanced new technology features and greater quality. The all-new Sportage will make its global debut at the Frankfurt International Motor Show on 15 September 2015.

Now entering its fourth-generation, the new Kia Sportage compact SUV builds comprehensively on the success of the outgoing model, offering an innovative and sophisticated package to buyers in an increasingly competitive market. The new-look interior features high quality materials and design integrity, as well as great practicality and a range of technologies to improve comfort, convenience, connectivity and safety. A range of updated engines and transmissions will result in enhanced efficiency and performance, while ride, handling and refinement are all improved.

Bold new design for 2016 Kia Sportage

The fourth-generation Kia Sportage features a bold new look, with the vehicle's designers creating a sense of sporty and powerful energy from every angle. The design of the new Sportage has been led by Kia's European design studio in Frankfurt,

Germany, with input from the brand's Namyang, Korea and Irvine, California design centres.

Echoing the contrast of smooth and sharp shapes found on some of the most iconic modern fighter jets, the Sportage creates visual harmony out of the tension between sharp, defined feature lines and smooth surfacing.

The attractive 'face' of the Sportage features the biggest change to the car's design over the outgoing model, with Kia's hallmark 'tiger-nose' grille and the car's headlamps separated for the new model. The headlamps are now positioned higher, sweeping back along the outer edges of the sharply-detailed hood. A lower, wider grille – enlarged to support greater engine cooling – adds more volume to the lower half of the Sportage's face. The result is a more imposing appearance and a more stable-looking stance, despite the new model retaining the same 1,855 mm width as its predecessor. SX models develop the exterior look further, featuring new 'ice-cube' LED fog lamps, inspired by those found on the Optima SX and Sorento SX.

The all-new Sportage maintains its highly-recognizable profile, with a 30 mm longer wheelbase (now 2,670 mm), 40 mm greater overall vehicle length (to 4,480 mm) and longer, more aerodynamic rear spoiler resulting in a more swept-back shape. From the highest point of the roof (1,635 mm – unchanged over the outgoing model), the Sportage's silhouette gently tapers towards the rear of the car, while bolder wheel arches, sharp features lines, and smooth surfacing endow the Sportage with a more dynamic look. The overall effect is inspired by the defined musculature of a sprinter driving out of the starting blocks. Longer front overhangs (up by 20 mm) and shorter rear overhangs (reduced by 10 mm) add to the car's more raked profile.

At the rear, the new Sportage features more horizontal forms and clearly defined features lines, with smooth bodywork on the tailgate, emphasising the car's width and giving the compact SUV a more stable appearance. Inspired by the 2013 Kia Provo concept, slim combination lamps running along a horizontal parallel are joined together by a strip that runs the width of the rear, while the turn signals and reversing lights are separate, located lower down to add more visual weight to the lower half. The Kia

Sportage SX also features dual exhaust mufflers and metal-effect rear underbody diffuser for a sportier appearance.

The attractive new design also makes this the most aerodynamic Sportage to date, with drag reduced from 0.35 to 0.33 Cd – a result of the re-profiled undercover and newly-designed bumper.

The all-new Sportage is available with a choice of 17-, 18- or 19-inch aluminum alloy wheel designs.

Modern layout and greater refinement for high quality new cabin

The Sportage boasts an all-new interior, representing one of the most significant improvements over the third-generation car. The focus for the design team behind the new interior was to create a cabin which offered a wide, driver-oriented dashboard, with a simple, modern design. The interior blends metalwork with soft-touch materials and clearly defined horizontal lines, portraying a high level of mechanical precision.

The Sportage's all-new cabin boasts a high standard of material quality, with a far greater proportion of soft-touch materials and the use of cloth, leather and stitching creating a more luxurious ambience. The result is an interior that majors on refinement and modern sophistication, with greater soundproofing measures adopted to reduce significantly the intrusion of exterior noise.

Where the cabin of the outgoing Sportage is focused around a clearly-defined central console, with a vertical design, the new model features horizontal lines to emphasize the width of the interior more effectively and generate a greater impression of space and sportiness.

The confident lateral design of the dashboard divides it into two clear zones – 'display' and 'control'. The 'display' zone is focused purely on delivering information to occupants in the clearest way possible via the driver's instrument cluster and optional new 7.0- or 8.0-inch Multimedia Display systems in the centre of the dashboard.

Below a clear line running the length of the dashboard is the 'control' zone, with the central console cascading downwards and tilted 10 degrees towards the driver. With many functions now found on the optional touchscreen multimedia display and navigation systems, the new, uncluttered dashboard offers drivers a highly ergonomic layout with the 'control' zone's functions designed to be clearly visible when on the move.

The division between the interior's two zones also lends itself to single or two-tone colour schemes, with customers able to choose from either a single-tone (Black) or two-tone (Black/Dark Brown or Black/Canyon Beige) cabin. The console is finished in black, for a classy, stylish appearance, regardless of the interior colours chosen. Buyers specifying the new SX can enjoy a cabin with a slightly sportier feel, with a D-shaped leather steering wheel, high quality piano black fascia and aluminium alloy pedals.

Greater space and improved passenger comfort

The fourth-generation model is set to be the most practical Sportage yet thanks to increased exterior and interior dimensions, with the vehicle's development team realizing greater space and comfort for all passengers.

The most significant change to the Sportage's dimensions is a 30 mm growth in its wheelbase, to 2,670 mm, helping to liberate greater space in the cabin. The whole vehicle is 40 mm longer, at 4,480 mm, with the front overhang expanding to 910 mm (+20 mm) and the rear overhang shrinking slightly to 900 mm (-10 mm). The latest model remains the same height (1,635 mm) and width (1,855 mm) as the outgoing Sportage.

Passenger space is increased, with headroom rising to 997 mm (+5 mm) and 993 mm (+16 mm) for front and rear passengers respectively, while maximum legroom has expanded to 1,129 mm (+ 19 mm) and 970 mm (+7 mm).

With passengers able to enjoy extra space, development teams have delivered on a promise to improve comfort even more.

In the front, drivers not only enjoy more legroom, but the seats have been redesigned. The Sportage can now be specified with three-way front heat seating, 10-way power control with lumbar support for the driver's seat and eight-way power control for the passenger seat. Stiffer seat frames, with greater use of high tensile steel, and redesigned springs and pads – for front and rear – cut the level of vibration in the seats, while reducing seat weight by 2.5 kg and improving durability.

In the rear, a 40 mm lower interior floor – without sacrificing exterior ground clearance – and 30 mm higher rear bench hip point mean second-row passengers benefit from a more natural and comfortable seating posture and improved under-thigh support.

The Sportage's reclining rear seats now offer 17 steps – from 23 to 37 degrees, with the reclining lever relocated from the upper seat-back to the lower side of the seat to make it easier for rear passengers to get truly comfortable. Rear passengers can also choose from dual-strength seat heating for cushion and back rest – ideal for colder mornings.

For all models, visibility is improved out of the front and rear. Forward visibility is aided by a lowered A-pillar base, while the A-pillar itself has been made thinner. Side mirrors sit slightly lower on the door without impairing the driver's rear view – this is further aided by the new thinner C-pillars (62 mm thinner compared to the third-generation Sportage) and taller rear glass (+30 mm). Not only do these changes help visibility, they add a greater feeling of air and space to the cabin – enhanced by the 104 mm-longer optional panoramic sunroof opening (now 490 mm).

The new body's larger dimensions mean cargo space in the fourth-generation Sportage has expanded by 128 litres made more practical by a dual-height luggage floor (not available on SX), allowing taller items to fit into the cargo area and still remain hidden by the tonneau cover. The Sportage also features a new under-floor tonneau cover storage area – unique in the class. Despite the new Sportage being no wider than the outgoing model, by re-engineering the rear section of the body the luggage area is 35 mm wider, while the upper edge of the cargo area lip is lowered so the lift-over height for heavy items is just 732 mm (down 47 mm).

The all-new Sportage has greater fuel capacity than the third-generation model, with the fuel tank increasing from 58 litres to 62, cutting the number of fuel pump visits that owners of the new car will have to make throughout the lifetime of the vehicle (particularly when combined with all-round improvements to fuel economy).

NVH: All-round improvements to refinement

Key to the comfort of occupants in the new Sportage are the efforts made by Kia engineers to cut noise, vibration and harshness (NVH). Significant changes over the outgoing model render the Sportage one of the most refined cars in its class, with less cabin noise than many other rivals in the C-SUV segment.

At idle, the new Sportage records just 36 decibels when equipped with a gasoline engine (2 dB lower than the outgoing model). The improvements to engine NVH are a result of extensive extra dashboard insulation, as well as new acoustic shields fitted to engines to ensure greater suppression of NVH.

Road noise is further reduced – from 66 to 63 dB – with the adoption of new bushings in the rear suspension to isolate road noise at source, and more sound-absorbent materials throughout the Sportage’s wheel arches. Wind noise is also reduced as a result of thicker front side glass, a new dual lip seal for the panoramic sunroof and additional soundproofing in the doors.

A range of improvements cuts vibrations throughout the car, making the Sportage’s cabin one of the most refined and relaxing among rivals. This has been achieved with all-round improvements to body stiffness, particularly through the floor of the vehicle, as well as the introduction of larger, more absorbent mounts for the transmission, and improved seat design. Alloy wheels that are 49% stiffer also reduce the level of vibration intruding on the interior.

The safest Sportage yet – stronger body and a wealth of active safety systems

Safety, as always, is a top priority for Kia, and the all-new Kia Sportage builds on the brand’s reputation for offering the highest standards in occupant and pedestrian crash safety. The fourth-generation of Kia’s best-seller has been engineered to meet the toughest and most demanding crash safety tests, thanks to an even stronger

bodyshell, a wide array of passive safety equipment and the latest active safety and autonomous hazard avoidance technologies.

The structure of the new Sportage is significantly stronger, thanks in large part to the extensive use of ultra-high tensile steel (UHTS) to improve joint stiffness and introduce more effective impact load paths throughout the body. By dramatically strengthening the core structure of the new Sportage, torsional rigidity has been improved by 39% from one generation to the next.

The third-generation Sportage was made up of 18% UHTS, compared to 51% for the body of the new model. The increased use of advanced hot-stamped steel further improves the integrity of the body. The stronger steel has been used in particular to reinforce the A-, B- and C-pillars, side sills, roof structures and wheel arches.

The Sportage is fitted as standard with a large number of airbags, further improving passive safety for occupants, with airbags for driver and front passenger, first row side airbags, and first and second row curtain airbags. ISOFIX child-seat tether and anchor points are fitted as standard to the second row of seats, to safely secure younger passengers.

Buyers of the new Sportage will be able to choose from the most up-to-date active hazard-avoidance technologies to ensure occupants' safety at all times.

Available systems will include:

- Autonomous Emergency Braking (AEB)*, which employs a radar detection system to detect a potential collision with another vehicle or pedestrian and help bring the car to a halt
- Lane Departure Warning System (LDWS), which emits an audible alert when the driver strays from the current lane without indicating
- High Beam Assist (HBA), which automatically adjusts headlamp range according to other vehicles and road conditions
- Blind Spot Detection (BSD) with Lane Change Assist (LCA), which monitors cars up to 70 metres behind the Sportage and provides the

driver with a visual warning in the door mirror when another car enters the blind spot

- Rear Cross Traffic Alert (RCTA), which warns against other cars driving behind the Sportage in car parks while reversing.

**The Autonomous Emergency Braking System (AEBS) is an assistance system and does not relieve the driver from his/her responsibility to safely operate the vehicle at any time. The driver still has to adapt his/her driving behavior to his/her personal driving capabilities, to the legal requirements and to the overall road and traffic conditions. AEBS is not designed to drive the vehicle autonomously. For further information, please refer to the owner's manual.*

Smoother, more refined ride and greater handling agility

Throughout the development programme for the all-new Sportage, engineers have aimed to build upon the ride comfort, stability and handling responses offered to drivers by the outgoing car. The new model achieves improvements in all of these areas, and will be the best-handling Sportage yet.

The fully-independent front suspension carries over the format of the outgoing model, but features a range of modifications to make the best use of the new bodyshell. The new setup achieves a leap forward in ride quality, while also delivering sharper handling. Modifications include revised bushing mount positions for greater stability and more natural responses to changing road surfaces, as well as stiffer wheel bearings and bushings resulting in more direct handling and greater stability in all conditions. The steering gearbox is also mounted further forward on the axle for smoother steering inputs.

For the rear suspension – also fully-independent, including the adoption of dual lower-arm multi-link suspension for two-wheel drive models – the new Sportage receives a stiffer cross member to cut road noise and vibrations from intruding into the cabin. Specially-tuned 'Amplitude Selective Dampers (ASD)' have a longer rebound stroke to eliminate smaller vibrations from poor road surfaces, while the rear subframe is now mounted on isolated bushings to further improve the NVH performance of the

suspension. Finally, slight changes to the suspension geometry, as well as stiffer wheel bearings and lateral bushings, quell understeer and allow for more direct handling.

These suspension upgrades, combined with the 40 mm growth in the Sportage's wheelbase over the outgoing model, provide the all-new model with far superior damping over poor road surfaces, while offering drivers more driving fun through improved handling responses and reduced understeer.

The SX model receives its own unique suspension characteristics. The suspension of the SX has been tuned to endow the Sportage with sharper, more athletic handling and a slightly firmer ride, crucially without compromising comfort.

The all-new Sportage boasts greater braking performance compared to the third-generation model, with redesigned calipers and new brake pad return springs reducing braking drag. Combined with larger brake discs, the Sportage offers better stopping power than ever before.

The available electronic parking brake in the all-new Sportage has also been upgraded and now switches on automatically when the engine is switched off.

As before, the Sportage continues to be offered with a choice of front- and all-wheel drive, with the revisions to suspension and steering, and the latest electronic driver aids, providing stable handling and high levels of grip in all conditions.

Navigation System with Inductive Phone Charging

The all-new Sportage boasts a number of new, advanced on-board technologies to improve the ownership experience for buyers. The new features added to the Sportage make it the most modern, innovative and high-tech car in its class.

Kia's latest audio-visual navigation (AVN) system introduces a more modern appearance at the centre of the dashboard. Buyers can choose between 7.0- or 8.0-inch touchscreen infotainment and integrated navigation systems. Both systems will offer Android Auto developed by Google and will provide a familiar Google-themed user environment with Google (Live) Maps, Google Play Music, Google Hangouts Messaging

and Android Phone capabilities. The Android Auto system will allow 3rd party developer apps as well therefore expanding the technology. An Android device loaded with 'Lollipop' system software (or greater) along with the free 'AndroidAuto' app downloaded from the Google 'PlayStore' is required.

The infotainment system is paired with a standard six-speaker audio system, while music lovers can specify a powerful 'Harman/Kardon®' premium sound system, featuring an external amplifier, powerful subwoofer, center channel speaker and Clari-Fi™ digital music restoration technology for unrivalled audio quality.

The all-new Sportage will be available with a new inductive wireless charger for mobile devices, as Kia looks to meet the increasing demand for new convenience technologies from car buyers. Located at the base of the center console tray, the wireless charger enables users to charge their phone without a wire connection, for a cleaner appearance. With 'foreign object detection', the 5W charging system activates when a compatible device is placed on the pad, and warns car security-conscious owners when they've left a phone on the charger when they leave the vehicle. The system displays the phone's charging condition on the instrument cluster, and features a safety system to prevent overheating while in use. The Sportage also features up to two USB charging points, one in the front and an optional one in the rear, to allow all occupants to charge their mobile devices while on the move.

Other new features will include: a standard rear-view parking camera with dynamic parking lines, an available Smart Power Tailgate, which opens the tailgate automatically when the key is 'sensed' in close proximity to the tailgate; Available Dynamic Bending Headlamps, which sweep the road ahead in line with the steering wheel for greater visibility and improved safety at night; and a new available Smart Welcome function, which turns on interior and door handle lamps and unfolds the door mirrors once the smart key fob is located within 1.3-1.7 metres of the door handle.

2016 Kia Sportage on-sale from Q1 2016

The all-new Kia Sportage will go on sale across Canada in Q1 2016. Further technical details for the all-new Sportage will be announced closer to the car's on-sale date.

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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 3 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 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US\$45 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, Sorento and Cadenza luxury sedan through a network of 188 dealers nationwide. Kia Canada Inc. employs 160 people in its Mississauga, Ontario headquarters and four regional offices across Canada. 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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