

NEWS

Seoul world premiere for fastback Kia Novo concept car

- **Modern, coupé-inspired design for Kia's latest concept**
- **Minimalist interior design with high-tech features**
- **Powered by 1.6-liter turbo GDI engine mated with a new seven-speed DCT**
- **Hints at the design direction for Kia's next-generation compact cars**

(SEOUL) April 2, 2015 – Kia Motors unveiled its latest concept car – the Kia Novo – today at the Seoul Motor Show 2015. Featuring bold, coupé-inspired styling and a minimalist, driver-focused cabin, the Kia Novo hints at the design direction for the brand's next-generation compact vehicles.

'Novo' – refreshing, rejuvenating, innovating

Taking its name from the Latin 'novatus' (meaning renewed or refreshed), the Kia Novo concept is aimed at modern urbanites with stressful jobs and frantic schedules. Interpreted by Kia's designers, the name 'Novo' represents the concept of making something new and fresh. The Novo establishes a calming, focused environment in which drivers can refresh and rejuvenate as they transition from one life commitment to the next.

Fittingly, 'novatus' also provides the origin of the English word, 'innovation', which the Novo concept brings to life with thoroughly innovative styling and high-tech interior features. The Kia Novo takes inspiration from classic, traditional craftsmanship and vehicle design, and reinterprets it for the 21st Century using modern materials and cutting-edge production techniques to create a sharp, dynamic body over a state-of-the-art powertrain.

Dramatic coupé-inspired exterior design

Designed at Kia's state-of-the-art Namyang design center in Korea, and based on a specially-adapted version of the Cerato (Forte) platform, the Novo bears a coupé-inspired silhouette and unmistakable Kia styling. The Novo's minimal front overhangs, longer rear overhangs and fastback roofline, as well as a slim, long glass area, give it a raked, sporty profile.

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The smooth, geometric design of the car's shape is blended with a series of sharp, decisive lines and forms around the body. The front of the Novo sports the latest interpretation of Kia's hallmark 'tiger nose' grille, now wider and more deeply embedded, and slim new laser headlamps. Low, wide air intakes house additional laser headlamps, which frame the Novo's bold face, emphasize its low, wide stance and give the car a unique light signature.

The large front wheel arches lead directly into a strong, consistent shoulder line to meet the rear laser lamps, whose shape echoes those of the front for an identical light signature. The rear of the car uses prominent lines and low triangular exhausts to add greater width and volume to its shape and emphasize the car's sportiness and on-road stability. Crisp lines surrounding the rear of the car ensure a high aerodynamic efficiency.

The Novo's sharply creased bodywork gives the car a clean, modern appearance when viewed from the side, with strong lines on the doors, skirts and aluminum wing vents. Rear-hinged doors complete the car's striking profile appearance, with slim, central pop-out door handles running level to the finely-sculpted aluminum door mirrors. The Novo's diamond-cut alloy wheels feature a similarly sharp design, made up of straight edges and two-tone carbon and silver finish. Completing the Novo's thoroughly contemporary look are an aluminum rear roof line and two-tone silver and green paint finish.

Driver-oriented interior with minimalist design forms

Designed as a sanctuary from the frenzied outside world, the Kia Novo's cabin is a relaxing space in which to temporarily escape the stresses and strains of modern life. Focused solely on the driver, the minimalist interior provides few distractions from the task of driving, while all occupants benefit from plenty of space, a result of the car's long body and intelligent packaging.

The long, wide dashboard, whose sharp lines are embellished with the use of leather, stitching and aluminum highlights, is angled towards the driver. The instrument binnacle shows relevant information through a compact three-dimensional hologram display, while a 'blind control' touch pad next to the steering wheel allows drivers to control the car's many functions without having to take their eyes off the road ahead. The touch pad incorporates a fingerprint scanner, which automatically sets up elements of the car according to the driver's preferences, such as music selection, audio volume and the type of information displayed. A wide touchscreen in the center of the dash provides the car's full range of functionality to occupants.

As well as the neat, simple design forms that make up the dashboard and center console, the interior's four individual dark brown leather sports seats add to the minimalist ambience of the cabin, each made up of simple linear shapes and featuring built-in inertia reel seatbelts to minimize 'cabin clutter'.

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1.6-liter T-GDI engine mated with a new seven-speed DCT

The Novo is powered by the latest high-tech production Kia powertrain to match its dynamic looks. A 1.6-liter 'Kappa' turbo gasoline direct injection (T-GDI) engine has been paired with the brand's seven speed DCT to power the front wheels. The result is decisive, sporty performance and impressive fuel economy for Kia's latest show star.

The Kia Novo concept is fitted with innovative new 'adaptive concave profile' tires, with a sunken middle section between two contact points serving to cool the rubber and channel

excess road water away from the wheels for greater grip. The unique 20-inch tires feature two slim contact points on the outer edges to provide lower rolling resistance and reduce road noise, while contributing to provide a high level of grip under cornering.

There are currently no plans to bring the Kia Novo concept to production, though Kia has a history of delivering production vehicles that bear a strong resemblance to concept vehicles that precede them. The Kia Novo concept provides a glimpse into Kia's plans for its future compact car line-up.

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 150 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

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 188 dealers nationwide. Kia Canada Inc. employs 160 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.