



All-New 2017 Kia Niro Makes Quebec Debut

- The all-new Kia Niro will:
 - o offer bold, crossover style and utility while providing exceptional fuel economy through an evolved hybrid system –up to 4.5 L/100km city
 - o feature a 6-speed dual clutch automatic transmission with Sport Mode, providing a more dynamic and engaging driving experience than expected
 - o provide a spacious cabin with lots of room for occupants and their gear
 - o come with available advanced technologies to keep drivers safe and connected
- Visit KIAMEDIA.CA for more information and photos

(MISSISSAUGA) January 19, 2017 – Today at the Montreal International Auto Show, Kia unveiled an all-new model that is set to re-define the compact SUV segment – the 2017 Kia Niro. As the first Kia to make use of an all-new, dedicated eco-car platform, Niro is a no-compromise vehicle that combines driving enjoyment with eye-catching design, functional utility and hybrid efficiency.

“Engineered to strike the perfect balance for today’s urban consumer, Niro’s style and driving performance satisfies our emotional wants while its utility and hybrid efficiency takes care of our logical needs,” said Ted Lancaster, VP & COO, Kia Canada Inc. “It’s another first for Kia and yet another example of how our lineup continues to give Canadians smart solutions for their driving needs.”

The all-new 2017 Kia Niro will be manufactured at Kia’s Hwasung manufacturing facility in Korea and will be available in Canadian dealerships later this quarter. Pricing will be announced closer to the vehicle’s launch date.

About the all-new 2017 Kia Niro

An “Un-Hybrid” Design

Designed at Kia’s design centres in Irvine, California, and Namyang, Korea, the Niro demonstrates that owners don’t have to sacrifice emotionally engaging design or functional utility in the name of efficiency. Wide and low proportions with a long wheelbase and short overhangs yield an athletic stance, while aggressively shaped headlights and a new interpretation of Kia’s tiger nose grille define the front theme. The Niro’s profile is distinguished by its strong shoulders, defined wheel arches, rocker-panel cladding, and roof rails. The strong and sporty rear theme is enabled by the wide stance, rear skid plate, and multi-element horizontal LED tail lamp graphic.

The instrument panel is uncluttered and clean, with colourful and informative gauges at the forefront and perfectly positioned primary and secondary controls falling readily to hand. Interior roominess comes by way of the Niro's generous 106.3-inch wheelbase, body height, and wide stance, which affords ample leg-, head- and shoulder-room. While the clever packaging of the high-voltage battery assists in delivering a desirable driving experience, its location underneath the rear seats also increases cabin and cargo space and allows a flat load floor.

In addition to spaciousness and comfort, ensuring a quiet interior environment was also a key development focus for engineers. Noise and vibration countermeasures were employed to minimize at the source, with specially designed engine mounts, equal-length driveshafts, and even by adding a damper inside the steering wheel hub to minimize vibrations felt in the steering wheel. Copious insulation in the Niro's front structure, optimized suspension bushing stiffness, careful body sealing, and application of expanding foam inside the A- and B-pillars all prevent road and tire noise from entering the cabin. Furthermore, acoustic windshield glass and carefully shaped side mirrors help mitigate wind noise.

Strong and Light Core

The platform underpinning the Niro has been specifically engineered to accommodate the gasoline-electric hybrid powertrain, and with 53 percent of Advanced High Strength Steel (AHSS), including reinforcement in the A- and B-pillars as well as the roof rails, it is both a lightweight and durable structure. Extensive use of hot-stamped components and industrial joint adhesive increase torsional rigidity and improve structural integrity. As such, Kia is targeting the Niro to earn top honours from the National Highway Traffic Safety Administration (NHTSA) and Insurance Institute of Highway Safety (IIHS).

Weight reduction was a critical Niro development aspect, and in addition to the body, AHSS was also used to engineer other elements, including lightweight seat frames. Further, engineers were able to bring down the overall weight by using aluminum for the hood, tailgate and several suspension elements including the front lower control arms, front and rear knuckles, and in the brake calipers. The engineers even eliminated the traditional 12-volt battery to reduce weight, instead utilizing the high-voltage lithium-ion polymer battery.

Uniquely Engineered Hybrid Powertrain

At the heart of the Niro's all-new powertrain is a state-of-the-art 1.6-litre GDI four-cylinder engine — from Kia's Kappa engine family — which is engineered specifically for hybrid

applications. Making 104 horsepower, the new engine marks the first combination of the Atkinson Cycle, cooled exhaust gas recirculation (EGR), GDI and a long-stroke-narrow-bore specification to achieve as much as 4.5 L/100km city.

Efficiency and emissions are further improved via the Niro's exhaust heat recovery system, which speeds engine warm-up by routing coolant to a heat exchanger in the exhaust system. A 43-hp tractive motor is fitted between the engine and transmission and works in tandem with the gasoline engine to produce a robust 139 horsepower and 195 lb.-ft. of torque.

That power is transmitted through a newly developed, second-generation six-speed dual-clutch transmission (DCT), which not only boosts efficiency but is also a key factor to the Niro's great driving experience. The transmission delivers smooth, quick shifts for a natural and spirited feel, which is in stark contrast to that of other hybrids equipped with continuously variable transmissions.

Electric energy and power for the whole system is provided by a compact and lightweight 1.56-kWh Lithium Ion Polymer battery located underneath the rear seat. Because the high-voltage battery is both power and energy dense, it is smaller and lighter than other hybrid batteries, and also allowed engineers to downsize the gasoline engine to further maximize fuel economy and reduce emissions.

Driving Fun

The Niro's simplified parallel hybrid system creates seamless transitions of power delivered to the front wheels, resulting in a very un-hybrid-like driving experience. The hybrid system is neither intrusive nor obvious. The Niro accelerates quickly off the line and continues its smooth power delivery, inspiring driver confidence in everyday driving maneuvers such as merging onto the highway.

Special attention was also paid to brake feel. Applying lessons learned through development of two generations of Optima Hybrids as well as the fully electric Soul EV, Kia engineers designed the Niro's regenerative system to seamlessly blend in hydraulic friction braking. Consequently, deceleration feels more consistent and linear than in other hybrids.

Advanced Hybrid Technology

The Niro is offered with a suite of available advanced driver assistance and convenience technologies, including Blind Spot Detection (BSD) with Rear Cross Traffic Alert (RCTA) and Lane Change Assist (LCA); Smart Cruise Control (SCC); Lane Departure Warning (LDW); and Autonomous Emergency Braking (AEB).

Other notable features include active air flaps, which reduces drag by carefully managing the intake of outside air for the HVAC system, and also an accompanying Auto Defog system that prevents condensation from building on the glass by monitoring cabin air conditions to manage the cycling of the A/C compressor.

Aimed at keeping Niro drivers connected at all times, Kia's award-winning infotainment system includes AndroidAuto™ and Apple CarPlay®, all displayed on a 7-inch capacitive touch screen.

While it was preceded by clean mobility products such as the Optima Hybrid and Soul EV, Niro is the first Kia to make use of an all-new, dedicated eco-car platform and is an important next step on the path to nearly tripling the brand's global EcoDynamics line-up by 2020. A plug-in hybrid powertrain is due to be added to the car's line-up later in its life-cycle.

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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 189 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and four regional offices across Canada, including a 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.

For more information about Kia Canada and our products, please visit our Media Centre at KiaMedia.ca or contact:

Mark James

Corporate Communications Manager
Kia Canada Inc.
T: 905-755-6251; C: 416-660-3568; E: mjames@kia.ca

Maxime Surette

Product Communications Manager
Kia Canada Inc.
T: 905-755-6272; C: 416-316-3313; E : msurette@kia.ca

John Adzija

National Manager, Corporate Communications & Corporate Partnerships
Kia Canada Inc.
T: 905-755-6266; C: 905-301-6207; E: jadzija@kia.ca