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Next generation Kia Picanto with new levels of powertrain efficiency

A car that's small but grown-up



Kia customers will benefit from the next generation Picanto's greatly reduced CO₂ emissions and improved fuel economy when the company's newest A-segment hatchback goes on sale around the world later this year. The next generation Picanto city car has been redesigned and re-engineered with stand-out styling that conveys a sense of solidity and maturity, offering a bolder, more self confident look.

Making its global premiere at the Geneva Motor Show in March, buyers of new Picanto will be presented with a choice of four all-new super-efficient powertrains – three versions of the 1-liter, three-cylinder Kappa engine (gasoline, flex fuel and bi-fuel) and a single 1.2-liter four-cylinder gasoline Kappa power unit – depending on individual markets. The engines will be mated to a choice of five-speed manual or four-speed automatic transmissions, depending on market.



Power outputs will range from 69 to 85 ps, with maximum torque between 94 and 121 Nm. Exhaust emissions have been significantly reduced, so that regular models in the new Picanto line-up will have a CO₂ rating of 95 to 105 g/km. The bi-fuel

1-liter engine will generate 82 ps and 94 Nm of torque. Fuel economy will range from 4.2 to 5.9 liters per 100 km, contributing to lower running costs.

In Europe, all models will be available with Kia's fuel-stretching ISG technologies, cutting emissions to between 90 and 100 g/km – so that every model qualifies for local emissions-based tax savings, where available – and improving fuel economy to a range of 4.1 to 5.6 liters per 100 km.

While the current Picanto is available only as a five-door hatchback, the next generation will be offered globally as a five-door while a sportier three-door body style will also be marketed in Europe. Longer than the previous model, and with an extended wheelbase, new Picanto promises more passenger comfort and 27% increased cargo space. Offered for the first time with a choice of five-door and three-door bodystyles, it is set to completely redefine its position as one of the most competitive vehicles in the global 'city car' A-segment.

As well as offering new levels of powertrain efficiency, it boasts a distinctive exterior, sophisticated interior, and numerous 'large car' advanced comfort and safety features like LED headlamps, grip-type outside door handles and six or seven airbags (depending on region). The new Picanto will also maintain Kia's reputation for delivering great value.

The next generation Picanto will be officially unveiled at the Geneva International Motor Show in March 2011.

Editor's note: The Kia Picanto is not available in North America or Australia.

Kia KV7 concept showcases future vision for the van segment

Building on the Soul's philosophy of "embracing the box"

Kia Motors' U.S. design studio unveiled its latest design statement at the 2011 North American International Auto Show in January, continuing the brand's design-led transformation. The "KV7" concept vehicle was conceived as a modern-day "activity van" to challenge the notion that vans are strictly for family transportation. The concept reveals a vision for a vehicle with the functionality to transport a lot of people, and their belongings, while serving as a connected social hub for groups of friends and adventure-seekers.

"From the outset, we felt the category was in need of an honest reassessment due to the fact that everyone seems so desperate to attach the word 'sporty' to their minivan, even though vans, at their very core are simply a box," said Tom Kearns, Chief Designer, Kia Motors America. "Rather than reject the box we chose to celebrate it, just like we did with the Soul, and the result is a straightforward yet sophisticated vehicle that retains the functionality vans are known for and meets the changing and diverse needs of today's consumers."

Inspiration for the KV7 concept was found in the simplicity of elegant box shapes, such as sleek smart phones. The KV7 concept's design stands in sharp contrast to the dramatically raked windshields and wedge-shaped noses found throughout the van segment, and builds on the philosophy of "embracing the box" – much like Kia's funky Soul urban passenger vehicle - to create a unique and alluring design language that brings SUV-like qualities to the segment.

The KV7 concept's most striking feature is its passenger-side gullwing door, which creates a massive point-of-entry to the lounge-like interior when opens in conjunction with the pillar-less front passenger door. Despite its non-traditional look, the KV7's length (191.85



in.), width (80.0 in.) and wheelbase (122.0 in.) are consistent with the van segment allowing for flexible seating configurations and a multitude of storage options.

The KV7 features several LED lighting elements that Kia's design team is evaluating for future production vehicles, including a continuous line of LED fog lights that span the entire front end of the vehicle and directional turn indicators on the outside mirrors and rear of the vehicle .

The KV7 concept's interior employs four custom-built swiveling seats, including the driver's seat, and a rear-corner mini-lounge with seating for three and integrated storage compartments to promote interaction in an open social environment. The simple yet sophisticated theme inside the KV7 concept has a modern color palette featuring soft beige and green tones, as well as unique seat and surface materials. The KV7 utilizes a variety of unconventional textures, including reclaimed teak wood flooring and sustainable wool, while felt materials help to foster a warm and inviting atmosphere.



The KV7 is Wi-Fi enabled, providing both the front and rear displays with Internet capabilities and the ability for multiple passengers to connect their smart phones to the vehicle at one time.

The final element that separates the KV7 concept from the rest of the minivan crowd can be found under the hood – the concept is powered by Kia's new Theta II 2.0-liter GDI turbocharged engine which is capable of delivering up to 285 horsepower, and is mated to a six-speed automatic transmission to deliver V6-type power and performance while achieving better than 30 miles per gallon on the highway*.

**Miles per gallon statistic is an estimate only*

Kia Motors America named “Most Improved” in residual value and customer loyalty in the U.S.

Kia’s on-going design-led transformation contributes to rise in brand perception

Kia Motors America (KMA) has been recognized as the “Most Improved Mainstream Brand” in the ALG Residual Value Awards brand rankings outlined in the latest ALG Industry Report, moving four spots from 14th place in 2010 to 10th in 2011. This recognition follows an historic year for KMA, including important milestones such as the company’s best-ever full-year sales of 356,268 units; a 16th consecutive year of market share growth to an all-time high of 3.1%; successful launches of the 2011 Sorento and Sportage and the all-new 2011 Optima – recently named the “Best of 2011” by Cars.com – and the launch of the company’s first U.S.-built vehicle*, the Sorento CUV.

This accolade indicates a continued rise in consumer confidence in the Kia brand and future improvements to brand value. “Improvements in quality ratings and sales strategy have helped set the stage for stronger consumer confidence in the Kia brand,” said Eric Lyman, Director, Residual Value Solutions. “This strategy has allowed it to expand its presence in the mainstream market and earn it the most improved mainstream brand in the ALG 2011 Residual Value Awards brand rankings.”

In the U.S., the 2011 Sportage compact CUV offers a class-leading residual value of 62% of the original manufacturer’s suggested retail price (MSRP) for 36 months of ownership, while the all-new 2011 Optima offers a residual value of 52%, up 19 percentage points from the 2010 Optima, and better than the 2011 Chevrolet Malibu.

Meanwhile, KMA was also honored by Polk as the “most improved” automotive brand in customer loyalty in 2010 during the 15th Annual Polk Automotive Loyalty Awards ceremony held at the Automotive News World Congress during the 2011 North American International Auto Show in Detroit.

“With our ongoing design-led transformation delivering a stable of exciting new and recently introduced products, the industry’s



best warranty, and a firm commitment to improvements in product quality and customer service, Kia Motors continues to build a brand that is attracting new consumers daily, and we remain focused on owner satisfaction and keeping existing owners in the Kia family,” said Tom Loveless, vice president, sales, KMA. “The Polk ‘Most Improved Loyalty to Make’ award is an honor and testament to the emphasis the KMA team and our dealers have placed on providing a world-class customer experience at every step – from consideration, to purchase and ownership.”

Now in its second year, the “Most Improved Loyalty to Make” award honors the automaker that showed the largest percentage point improvement in customer loyalty over one model year. In 2010, KMA posted an unprecedented 5.9 percentage point increase in loyalty, the most

of any automaker during the same period, finishing the year at an impressive loyalty rate of 49.8%.

“Cultivating and maintaining a loyal customer base is difficult, yet imperative to sustain growth in a very competitive automotive market,” said Stephen Polk, chairman, president and CEO of R.L. Polk & Co. “This award highlights the tremendous strides Kia has made over the past several years in customer retention, product design, and quality. Kia provides an excellent example of how a deliberate approach to customer loyalty can pay tremendous dividends for a brand.”

**Kia vehicles assembled at the Kia US plant are built in the U.S. with U.S. and globally sourced parts.*

Kia Motors Deutschland supports the 100th Berlin Six Day Race

Kia sponsors competing cyclists from Germany



K The Berlin Six Day Race celebrated its centenary this year with the 2011 classic cycle race taking place between January 27 and February 1, 2011. The Berlin Six Day Race, is one of the longest standing traditions in Europe, resurrected in 1997 after a seven-year break, and is now one of the leading events of the International Six Days Enduro (ISDE), the oldest 'off road' motorcycle event on the Fédération Internationale de Motocyclisme Calendar.

Kia has been closely involved in the cycle race festival at the Velodrom in the Landsberger Allee since 2007 as a main sponsor. Kia Motors Deutschland, along with Kia dealers from Berlin and the surrounding region, will be providing a shuttle service for cyclists and guests to and from the event with a fleet of Sorento and Sportage models.

The jubilee race of elite international track cyclists will meet in Berlin where 16 teams will be competing in the "Madison," the two-man team race category. The teams include last year's winning team from Denmark, Alex

Rasmussen and Michael Mörköv, the Swiss cyclist Franco Marvulli, who won five Six Day Races in previous seasons, and the German top cyclist Leif Lampater. The successes of the Dutch cyclists include the Madison World Championship in 2006, a second place in the 2007 World Championship as well as many Six Day Race wins, including Berlin (2006), Amsterdam and Zurich (both 2008), and Rotterdam (2009 and 2010).

Also competing this year is Kia sponsored Danny Stam. As in the previous year in Berlin, where he won a third place finish together with his teammate Peter Schep, Stam will be racing with his legendary "Black Seven" shirt, which has the reputation of being his favourite lucky shirt.

In addition to the Madison race, the Berlin cycle festival includes team pursuit races, sprint races and also "Steher" tournaments. New this year, the event will entertain crowds with a big show program, featuring Frank Zander and the Hermes House Band. This legendary mixture of sports and entertainment will attract up to 14,000 visitors to the

Velodrom every night of the six-day event.

Additional information about the Berlin Six Day Race can be found at www.sechstagerennen-berlin.de.

