



# VISION 21

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## Kia Optima Hybrid sets new Guinness World Record® for fuel economy Averages 64.55 miles per gallon during drive through the 48 contiguous U.S. states



fuel-sipping Optima Hybrid exceeded by 23 percent.

After a send-off by local dignitaries and Kia team members on August 26 at Kia's manufacturing facility in West Point, Georgia, the drivers departed on their epic journey in a clockwise direction, with the two drivers averaging approximately 564 miles per day. They finished their route in the city of Greenville, South Carolina, just over two weeks later on September 9. After a rigorous accreditation process by Guinness World Records, the drivers and car were transported to West Point for the closing ceremony and celebration.

Record-breaking driver, Wayne Gerdes, said, "The Kia Optima Hybrid was the perfect vehicle for this long road trip. It is spacious, comfortable and fun-to-drive, and the parallel gasoline-electric powertrain provided considerable efficiency at highway speeds and the car performed flawlessly throughout the 7,899 mile drive.

"The remarkable economy figure we achieved included driving in all kinds of conditions, from straight open highway and deserts to gridlocked city traffic, so this really was the ultimate demonstration of the real-world fuel economy that any Optima Hybrid owner can achieve with attention to the details of their driving style."

**K**ia Motors, one of the automotive industry's current fuel economy leaders, recently celebrated the setting of a new Guinness World Record for the lowest fuel consumption in a hybrid gasoline vehicle, while driving through all 48 adjoining U.S. states.

Drivers Wayne Gerdes from Wadsworth, Illinois, and Chris Bernius from New York City, successfully piloted a factory-standard 2011 Kia Optima Hybrid sedan through a 7,899 mile route across America and achieved an incredible average fuel consumption of 64.55 mpg US (3.64 l/100km), beating the car's official EPA highway fuel consumption figure by 61.37 per cent.

Kia's 48-state challenge was completed in 14 days driving an average of 564 miles per day. The Optima Hybrid used just over 5.5 tanks of

gasoline to complete the route, recording an average distance of 1,418 miles between fill-ups. To comply with Guinness World Record guidelines, the Optima Hybrid had to carry two people and their luggage throughout the journey.

The record attempt was verified by Philip Robertson, Adjudicator at Guinness World Records, who also presented the drivers with their Guinness World Record certificate at an official handover ceremony at Kia Motors' manufacturing facility in West Point, Georgia on September 12.

The record set is officially titled "Lowest fuel consumption driving through all 48 contiguous U.S. states in a gasoline hybrid car," which is a new category created by Guinness World Records. In order to qualify for a new record, the Kia Optima Hybrid was required to achieve a minimum of 52.27 mpg, which the

1. Drivers Wayne Gerdes and Chris Bernius are welcomed back to Kia's U.S. plant in Georgia by an excited crowd of Kia workers after successfully completing their world record-setting journey.

## Kia GT concept car stars at the 2011 Frankfurt Motor Show

Stunning new concept hints at the future direction of Kia design and performance



**K**ia Motors unveiled the powerful, dynamic and forward-looking Kia GT concept car at the 64th Internationale Automobil-Ausstellung (IAA) in mid-September in Frankfurt, Germany, signaling the company's distinctive new design direction.

The Kia GT took center stage on Kia's stand as Chief Design Officer Peter Schreyer revealed the sleek and muscular four-door sports sedan with a rear-wheel drive layout—a first for Kia.

"No matter from which perspective you look at the Kia GT, it is roaring with energy and ready for take-off," says Peter Schreyer. "I believe this concept car is a strong statement from Kia that we are ready to fast-forward to an all new chapter."

The 4,690mm long concept has the classic front-engine, rear-wheel drive layout of a high performance sedan which ensures very different proportions from a front-wheel drive car. The new concept allowed Kia to explore exciting new visual paths—with an extended bonnet, the front wheels pushed to the very front of the car, the cab-rearward stance with



powerful rear shoulders and a truncated rear end.

Beneath the extended bonnet, power is provided by a 3.3-liter turbocharged Lambda V6 GDI (gasoline direct injection) engine generating 395 ps and 54.4 kgfm of torque (534 Nm). The transmission is an eight-speed automatic.

The front doors and rear-hinged back doors open at a slight upward angle ensuring easy access to the spacious and airy interior which provides generous, uncluttered cabin accommodation for four—thanks in part to the

Kia GT's unusually long wheelbase (2,860 mm) and despite its low stance, overall height is just 1,380 mm.

Under Schreyer's guidance, Kia's European design team set out to create a concept car that was graceful, athletic and confident, but not aggressive or overbearing. The focus on dynamism and pace was enhanced by the aeronautical theme adopted for many of the GT's features.

## All-new Rio three-door makes a splash in Frankfurt

Sporty three-door to expand appeal of all-new Rio



**A**lso making its world debut at this year's Frankfurt Motor Show was the all-new Rio three-door hatchback. Around the world, the five-door hatchback and four-door sedan versions of

Kia's all-new Rio are already generating positive reviews in the press, and strong demand from customers. Now, the appeal of Kia's latest model will expand even further with the introduction of the company's first-

ever three-door hatchback Rio in selected markets.

Designed primarily to attract younger buyers to Kia for the first time, the three-door Rio will boost conquest sales after its introduction during the first quarter of 2012. Ultimately, Kia expects the three-door Rio to account for between 20 to 25 per cent of total Rio sales.

New Rio three-door has the same dimensions as the five-door model (length 4,045mm, width 1,720mm, height 1,455mm and wheelbase 2,570mm) and retains the same low roofline, emphasizing its sporty stance. In most markets, it will be available with the same range of powertrains, equipment and options as the five-door model.

With a total of three bodystyles for all-new Rio, plus the already-popular five-door refreshed Soul and five-door Venga (in Europe), Kia is confident of capturing an even larger share of the increasingly popular global compact car market.



## Kia to introduce third shift at European manufacturing facility

1,000 new employees to be recruited to meet high demand for Kia models



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**T**o meet continuing high demand for the current Kia model range and the anticipated increases in sales triggered by the launch of new models, Kia will introduce a third production shift at its European manufacturing facility in Slovakia and recruit 1,000 new employees. The recruiting process will be completed by December, ensuring that three-shift operations can commence in Europe during the first quarter of 2012.

"The creation of the third shift in Slovakia is the latest step in Kia's long-term process of 'glocalization'-the policy of building cars locally that are tailored to best meet local consumers' needs and tastes," comments Mr. Hyoung-Keun Lee, Vice Chairman and CEO, Kia Motors Corporation. "Strong demand for all our models and especially our new Sportage compact SUV, which is made in Europe for sales in European markets, means we have decided to significantly increase production at our Slovakia facility."

Representing an investment of more than US\$1 billion, the ultra-modern Zilina plant, which started operations in late 2006, is designed for maximum flexibility to accommodate new models and respond to any fluctuations in

overall market trends. The Sportage and the Europe-only Venga MPV and cee'd family-five-door hatchback, wagon and three-door coupe-can be manufactured simultaneously on each of the final assembly lines.

Last month, responding to increased US demand which is up by 36 percent this year, a third shift was introduced at Kia's plant in West Point, Georgia, which manufactures Sorento SUV and Optima sedan vehicles-boosting employment to 3,000.

Also representing an investment of more than US\$1 billion, Kia began producing the Sorento in the USA during November 2009. In addition to the jobs created directly at the Kia plant, on-site and nearby suppliers have created another 7,500 new positions in the region to support Kia's annual expected capacity of 360,000 vehicles in 2012.

In Europe, the 1,000 newly established positions at Kia Motors Slovakia will be across all stages of the manufacturing process and will be suitable mainly for skilled candidates with a technical background. As well as the new jobs created directly by Kia, it is anticipated that several thousand new jobs will become



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available at component suppliers located across the Slovak Republic.

Last year, Kia manufactured more than 729,000 vehicles at its facilities outside Korea, with production in Europe, China and the USA accounting for 34.2 per cent of the global total of 2.1 million units. This year, over the first eight months, sales have climbed by 18.7 percent in Europe, 24.4 percent in China and 36.9 percent in the USA.

1. Kia's popular European cee'd models pass through the assembly line at Kia's manufacturing facility in Slovakia.

2. An assembly line worker at Kia's European plant affixes interior paneling. An additional 1,000 workers will be hired at the plant by the end of the year.