



February 2012

Kia Teaser Is New Flagship Model

A set of teaser photos from Kia Motors provides a tantalising glimpse of the all-new flagship model from the Korean company.

The sketches reveal a sleek and gracious four-door sedan that is expected to establish new standards for design flair in this segment.

The car, codenamed KH, is Kia's first ever rear-wheel drive sedan and combines innovative design with high-tech features, as Chief Design Officer Peter Schreyer takes styling cues from the Optima and moves it to a whole new level. KH is among the company's most eagerly anticipated new models and will be launched in Kia's domestic market in the first half of 2012.

Kia describes the design concept behind KH as "distinctive, modern and classic", which is expressed through sophisticated, technically-advanced elements combined with Kia's existing dynamic design language aimed at creating vehicles that truly stand out from competitors.

The new model features a bold front-end design that hints at the performance of the car, as well as hallmarking its luxury status. It incorporates Kia's charismatic family-look radiator grille, flanked by streamlined headlamps that reinforce the brand's innovative challenger image and the proportions of the unique bonnet design give KH a classic car-like feel.

KH's profile, which was a key focus for Schreyer and his design team during development, features a simple side character line to give a feeling of spaciousness, while emphasising the new model's bold and dynamic image – the epitome of Schreyer's philosophy about the "power of a straight line". The high-tech, rear combination lamp clusters, plus the luxurious, bold chrome accent give KH a sophisticated and stable rear view.

Todd McDonald, General Manager of Kia Motors New Zealand, says KH will provide more proof of the dedication to striking design that has become a feature of all Kia vehicles in recent times.

“There aren’t many cars you can describe as beautiful, but from the teaser photos you have to say that KH will be a superb head-turner when it is eventually unveiled – I can’t wait,” he adds.

Kia says plans to release the striking newcomer to overseas markets are still to be finalised, but a company spokesperson confirms this all-new, rear-wheel drive large sedan will “definitely become the leading model of our line-up around the world, showcasing the best of the best of Kia”.

-o0o-

Photo caption: Teaser photos of the all-new luxury flagship from Kia Motors, to be launched this year.

Further Enquiries: Todd McDonald, General Manager, Kia Motors NZ, phone 0-9-573 6070.

(Prepared on behalf of Kia Motors New Zealand Ltd by John Ellegard, Stanford James Public Relations and Marketing Communication. Ph 09-815 0589, email john.ellegard@xtra.co.nz)

