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Kia Optima awarded for Design and Innovation Excellence

The much-praised Kia Optima has received further acclaim for its sense of style, picking up a Design Award at the gala Australian International Design Awards function in Melbourne.

The international judging panel praised the Optima's sweeping lines, the many premium inclusions in the car and the outstanding value.

"Its sculptured forms and contrasting elements are fascinating," the panel said. "Premium cues and very successful styling make this a lot of car for the money."

Presented by Good Design Australia, the Australian International Design Awards is Australia's foremost design endorsement scheme, rewarding companies that differentiate their products and services through design.

This year, 232 Australian and internationally-designed products were physically assessed by a panel of international design experts, with 127 making the finals. Of the finalists 47 products, ranging from an airline seat to a horse bit, were awarded a Design Award in recognition of design and innovation excellence, including the Optima. The remaining 80 finalists were recognised as Good Design.

For a product or service to qualify for the Design Award trademark, it must exceed the five criteria for good design and additionally, meet the criterion for design excellence, innovation, in the expert opinion of the Design Awards judges. All entries underwent a thorough physical inspection assessing form, function, quality, safety, sustainability, innovation and best in class design.

"There are many products that are not good designs, there are quite a few that are a good design but very few that are excellent designs," says Brandon Gien, Managing Director of Good Design Australia.

"Award winners are the result of unwavering dedication to good design and commitment to a



professional design process. Innovation, creativity and attention to detail are clearly at the heart of each project."

The Peter Schreyer designed Optima has previously won design recognition with a top accolade at this year's Red Dot awards in Europe and also in the iF product design award.

In further recognition of the design excellence within Kia Motors, the company was recently judged one of the main winners in the first-ever *Automotive Brand Contest* in Europe. This new international brand and design competition was organised by the Rat für Formgebung (German Design Council), which is also responsible for the Designpreis der Bundesrepublik Deutschland (German Design Award).

The judging panel of the first Automotive Brand Contest declared Kia Motors the worthy winner in two categories. In the Brand Design category, where strategy and focus of the brand's overall design is rated, Kia was ranked 'Best of Best'.

For the Exterior category, in which the design of the vehicle itself is the centre of attention, three Kia models were picked as winners: the compact Sportage CUV, the forthcoming Rio B-segment model and the Optima.

Kia's Chief Design Officer Peter Schreyer says: "The 'Best of Best' title for Kia's new design identity in the Brand Design category is a great endorsement of the creative and professional work done by our entire international design team.

"The awards reflect the continuity of our efforts to uphold our own high design standards. All four awards are a fantastic acknowledgement of our strategy to position design as a core Kia brand promise."

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Photo caption: Design award winner - the stylish Kia Optima.

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)