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Kia Fastback Concept Set To Wow Frankfurt Show

This sleek, coupe-styled concept of an entirely new four-door sports sedan is to be unveiled by Kia Motors at the Frankfurt Motor Show this month (September).

Few details are being made available until the show, but Kia has revealed that the stunning fastback will be driven by the rear wheels, indicating that the emphasis will be very much on high performance.

The powerful, dynamic and forward-looking concept continues to push the envelope of Kia's distinctive, new design direction that the company has embarked upon with its latest crop of production cars. But the yet-to-be-named show vehicle is clearly even more ambitious, according to Peter Schreyer, the German-based Chief Design Officer for Kia Motors.

"No matter from which perspective you look at it – this concept car is roaring with energy and ready for take-off," he says.

"I believe the car is a strong statement from Kia: we are ready to fast-forward to an all-new chapter."

Kia Motors has a strong track record for using motor show design concepts to test public opinion on new models it would like to put into production.

The prospect of seeing an exciting sports sedan join the already impressive new car line-up is a thrilling proposition if available to the New Zealand market, says Todd McDonald, General Manager of Kia Motors New Zealand.

"We have heard plenty of rumours that Kia has been working in secret on a spectacular rear-drive model to be the flagship of our passenger car range and if this is a hint at what we can expect, it is going to propel the Kia brand into a whole new league," says Mr McDonald.

"I think it is stunning. I cannot wait to see more details when it is unveiled at Frankfurt and it will be fascinating to find out what power train will be under that long, sleek nose."

As well as showcasing its new concept car, Kia Motors will also premiere the all-new three-door version of the Rio as a sporty companion to the five-door hatchback that goes on sale in New Zealand this year.

The three-door hatchback and four-door sedan Rio models will be evaluated by Kia Motors NZ next year, along with a refresh of the funky Kia Soul.

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Photo caption: The dynamic rear-drive fastback concept that will be unveiled by Kia Motors at the Frankfurt Motor Show.

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)

