



KIA MOTORS
The Power to Surprise™

March 2010

Carbon Footprint Certificates Planned For Kia Models

Soon Kia buyers will know exactly how green their car is.

Kia Motors plans to submit all future new models to independent testing to certify their carbon footprint.

Beginning with its all-new large sedan the Cadenza, Kia Motors will deliver new models with a carbon footprint certificate to show how much carbon it is likely to consume during the life cycle of the vehicle.

The Cadenza has just received its carbon footprint certificate from the Korea Environmental Industry and Technology Institute.

According to the KEITI, the Kia Cadenza will emit an estimated 29.5 tonnes of carbon dioxide (CO₂) throughout its life cycle with 11.8% of those emissions being produced during the sourcing and refining of raw materials, then 1.8% produced during the vehicle assembly process and 86.4% emitted by drivers during vehicle operation. The remaining 0.04% is accounted for during final disposal.

According to Kia Motors, the certificate allows customers to evaluate “one metric of the life cycle assessment” before making their purchasing decision.

“This is an extraordinarily bold step to take and illustrates that Kia is taking its environmental responsibilities very seriously in being upfront about how much carbon is consumed by each vehicle,” says Todd McDonald, General Manager of Kia Motors New Zealand.



“It is the sort of information that environmentally conscious fleet and government buyers will be demanding from their suppliers in future and Kia Motors has not waited for the rest of the industry to respond, instead taking the responsibility upon itself to make consumers aware of this important information.”

Even though the Cadenza sedan is unlikely to be introduced to this market, New Zealand will be launching new models that will come with their own carbon footprint certificate.

Over a number of years, Kia Motors has developed a very comprehensive environmental programme to encompass all areas of its activities. The aim of this programme is to benchmark its progress towards reducing its overall carbon footprint. This starts with use of more environmentally friendly materials in Kia vehicles and lower use of energy in transporting them to its factories. A number of measures have been introduced to lower energy use in Kia production facilities, including more efficient lighting and recycling raw water.

As for the vehicles themselves, Kia is incorporating new technologies to reduce weight, whilst retaining and even increasing their strength and safety. New era engines, such as the R-series common rail diesel used in the recently launched Sorento R crossover, are delivering as much as 16% improved economy. The new 6-speed automatic and manual transmissions provide further gains, as do the use of low rolling resistance tyres and better aerodynamic shapes.

The carbon footprint certificates will also show how Kia Motors is progressing with each new generation of models developed in the future.

-o0o-

Photo caption: The Kia Cadenza is the first to be provided with its own carbon footprint certificate.

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)