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Kia Won't Sacrifice Quality For Quantity

With sales booming worldwide and demand for its design inspired cars exceeding supply, Kia Motors says it will not sacrifice quality in order to chase quantity.

Whilst it may be frustrating, the balanced approach is the right course to take, according to the co-CEO of Kia Motors, Mr Lee Sam-ung.

In an interview with motor industry media at a product launch in Korea, Mr Lee said Kia Motors is focusing more on building quality vehicles rather than pushing for greater output. He reiterated that the company has no plans to construct any new plants in the near future, apart from the just-announced third facility in China, which is specifically for that market, in spite of fears that limited production may hurt sales growth.

"Quantitative growth is important, but qualitative growth is also important. We plan to focus on improving product quality and our brand," Mr Lee told journalists.

"Global auto demand is expected to deteriorate, but we will launch new models, strengthen local promotions and enhance brand competitiveness to cope."

Kia has been the fastest growing car brand in the world for much of the last decade. It has amazed the automotive industry with its capacity to launch a stream of in-demand vehicles and increase its capacity to build more vehicles, all the while being careful to avoid the 'speed wobbles'.

With its focus on design and new technology, Kia has found itself in a situation in numerous markets around the world, including New Zealand, where demand for several of its models has outstripped supply.

But the company fully understands the fickle nature of markets and how strong demand can melt away if the expectations of customers are not met.

“Happy owners are our best advertisement for the Kia brand and it is vital to meet their expectations of quality, both with the vehicle and the service and support they receive from the Kia Motors network,” says Todd McDonald, General Manager of Kia Motors New Zealand.

“Whilst it would have been nice to have more of the best-selling models like the Sportage, Sorento and Rio, I don’t think it would do our customers or ourselves any favours if quality was sacrificed in the rush to build more.

“I am glad to hear the comments from Mr Lee about putting quality before quantity, because it says everything about Kia as a brand. That is why we have been able to lead the industry by providing a 5-year/100,000 kilometre warranty programme on every new passenger vehicle we have sold since 2005.”

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Photo caption: Kia will not sacrifice quality in order to build more hot-selling vehicles like the Sportage.

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