



**November, 2011**

### **Kia Scores Big With Small Picanto**

Only months into its release, the all-new Kia Picanto has already snapped up a number of automotive awards internationally.

The stylish Picanto has been named Best Small Car by the Association of Scottish Motoring Writers at their Car of the Year Awards in Glasgow, following on from the What Car? Green Awards win in the supermini segment. Furthermore the Picanto received the Northern Group of Motoring Writer's Car of the Year accolade and it has just picked up an iF Product Design Award in Europe.

Launched in New Zealand and other markets around the world in June, the Picanto has struck a chord with critics and buyers alike and demand is already outstripping supply. The traditionally tough Scottish market is no exception and the Association of Scottish Motoring Writers is very impressed.

ASMW President, John Murdoch says of the new Picanto: "Superminis remain Scotland's biggest selling segment and 2011 has seen some cracking new arrivals boasting incredible economy, coupled with low emissions. Not only is our top small car good to drive, easy to park, affordable to buy and cheap to run, but it's good looking and benefits from the quality feel of its larger siblings."

The North of England's Northern Group of Motoring Writers agreed, voting Picanto their Car of the Year, too.

Meanwhile, What Car? Magazine voted the Picanto 3-cylinder petrol, sub 1-litre model the Best Supermini in its Green Awards 2011.

Described by Editor-in-Chief, Chas Hallett as "remarkably grown up", the Picanto impressed because its NOx emissions are 25 times less than its nearest diesel-engined rival in the category and it also averages 67.3mpg (4.21L/100km).

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The styling and packaging of the new Kia Picanto has also won a vote of confidence from design critics in Europe, with the three-door version grabbing a coveted iF Product Design Award 2012. This award recognises design quality alongside a number of other criteria, including workmanship, level of innovativeness and eco-friendliness.

This is the fourth iF Product Design Award in three years for Kia Motors, following prizes for the Europe-only Venga B-segment MPV (2010), Sportage compact SUV (2011) and Optima mid-size sedan (2011). Additionally, the brand has won the red dot design award four times in recent years.

“Receiving the iF Product Design Award for the new Kia Picanto is a great success for our design team and it is welcome recognition of our brand’s design-oriented strategy,” says Kia’s Chief Design Officer, Peter Schreyer.

“The second generation of the Picanto displays a very purposeful, self-assured design, and its sportiness is particularly underscored by the three-door version.”

The official presentation ceremony for the iF Product Design Awards 2012 takes place on February 10, 2012 during the Munich Creative Business Week. All the winning products will be on display at the Hannover Exhibition Centre March 6-10, 2012.

The 3.6-metre long Kia Picanto boasts bold and dynamic styling, high-quality interior fittings and host of class-leading features. It is specifically aimed at discerning customers, especially the steadily increasing number who wish to ‘downsize’ and switch to a smaller car that is more “city friendly”, yet still delivers the driving experience of a larger car.

Here in New Zealand the popular five-door Picanto is available with a four-cylinder 1.25-litre engine. It comes with a choice of auto transmission or the 5-speed manual that is equipped with ISG (Idle Stop & Go) technology that switches off the engine when idling at traffic lights and automatically re-starts when the clutch is depressed. With this technology, Picanto ISG is New Zealand’s greenest and most economical petrol-dedicated car and rivals the environmentally friendly petrol/hybrids with its 4.3L/100km (66mpg) combined economy rating.

“The reaction of customers in New Zealand mirrors the award-winning reception Picanto is getting overseas and we just cannot get enough of them to keep up with demand,” says Todd McDonald, General of Kia Motors New Zealand.

“It’s a terrific start for the Picanto and we are looking to carry on that momentum into 2012.”

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Photo caption: Kia Picanto grabs a quartet of awards just months after launch.

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