



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Scott McKee  
949.468.4813  
smckee@kiausa.com

## News Release

Amy Corsinita  
Zeno Group for Kia Motors America  
949.468.4818  
amy.corsinita@zenogroup.com

### **KIA MOTORS DREAMS UP SUPER BOWL COMMERCIAL STARRING SUPERMODEL ADRIANA LIMA, ROCK LEGENDS MÖTLEY CRÜE AND MMA FIGHTER CHUCK LIDDELL**

***“Mr. Sandman” Brings a Dream to an Unsuspecting Couple in 60-Second Spot to Introduce New 2012 Optima Limited; Kia is First to Premiere Super Bowl Ad in Movie Theaters***

- “Drive the Dream” campaign’s soundtrack includes The Chordettes’ recording of “Mr. Sandman” and Mötley Crüe’s “Kickstart My Heart”
- Noam Murro, director of the upcoming Warner Bros. and Legendary Pictures’ “300” prequel, helms fast-growing automaker’s Super Bowl ad for second consecutive year

**IRVINE, Calif., January 25, 2012**– Dreams have been a topic of speculation and interest throughout history, and Kia Motors America (KMA) is tapping into the idea of dreams revealing true desires in a new 60-second commercial set to air during the fourth quarter of Super Bowl XLVI. In the spot, titled “Drive the Dream,” the new 2012 Optima Limited races through a Gen X couple’s wildest thoughts as they sleep, including: Victoria’s Secret® Angel Adriana Lima waving the checkered flag at a speedway; an in-your-face Mötley Crüe concert; mixed martial arts legend Chuck Liddell battling in the ring; a heroine and hunk on horseback in a romance novel setting; champion bull rider Judd Leffew taming a bucking rhinoceros; and a fairy tale ending.

Kia returns to the big game for the third straight year with a fully integrated marketing campaign incorporating TV, cinema, digital, print, social media and in-dealership components. In a Super Bowl advertising first, the complete “Drive the Dream” ad will premiere on February 2 on more than 18,000 movie screens nationwide in National CineMedia’s *FirstLook* pre-show program before airing in the game. Kia also will run 15-second teaser ads featuring Adriana Lima on TV and in cinema beginning on January 27, while also leveraging the Twitter and Facebook channels of the spot’s celebrity cast. A special expanded version of the ad will be available at [YouTube.com/Kia](http://YouTube.com/Kia) beginning on February 2.

“With more than 100 million people watching the Super Bowl broadcast and millions more viewing content online around the world, Kia will once again deliver a memorable, one-of-a-kind campaign that entertains people before, during and after the game and leaves them wanting to see the Optima Limited fantasy again and again,” said Michael Sprague, vice president, marketing & communications, KMA. “We selected an eclectic group of celebrities and personalities for ‘Drive the Dream’ to enable us to tap into a diverse body of fan bases and leverage each talent’s expansive social media footprint.”

-more-

Created by David&Goliath, "Drive the Dream" opens with the familiar notes of The Chordettes' "Mr. Sandman" as a real-life Mr. Sandman enters the bedroom of an unsuspecting young couple who are asleep. After being sprinkled with "Sweet Dreams" dust, the woman smiles and envisions herself on a horse with a romance novel-like hunk in a beautiful green meadow. Meanwhile, Mr. Sandman accidentally stumbles and spills his entire night's dust supply on the man, launching an extreme dream sequence that begins with the roaring guitars of Mötley Crüe's "Kickstart My Heart" and Adriana Lima waving a checkered flag as he blasts around a race track at night in a Snow White Pearl Optima Limited with thousands of bikini-clad fans cheering him on from the stands.

As he circles the track with Lima looking on adoringly, the dreaming driver receives nods of approval from the band as bursts of flames and fireworks surround their stage as well as Chuck Liddell, champion bull rider Judd Leffew, and a pair of lumberjacks sawing a massive submarine sandwich.

"Mötley Crüe had a blast doing the Kia commercial," said bassist Nikki Sixx. "A hot model, a fast car, a pro fighter, pyrotechnics and rock n' roll...What's not to love?"

Much to the disbelief of Lima and drummer Tommy Lee, the high-octane dream turns into a fairy tale when the husband makes a conscious decision to drive the Optima Limited off the race track and into his wife's fantasy to win her back from Prince Charming.

"After working with Kia for the Super Bowl last year I was drawn to work with the fast-growing brand again by the idea of exploring people's ultimate fantasies in a fun and lighthearted way, and I am certain we have created a spot people will be talking about after the game," said director, Noam Murro.

As part of the "Drive the Dream" campaign, beginning on Thursday, February 2 consumers can download a \$25 pre-paid test drive voucher<sup>1</sup> at [Kia.com](http://Kia.com) that is redeemable after eligible consumers visit a Kia dealership and complete a test drive of any Optima model.

New for 2012<sup>2</sup>, the Optima Limited adds a new level refinement to the premium technology, convenience and performance features found on Kia's award-winning turbocharged Optima SX. In addition to head-turning design, class-leading horsepower and fuel efficiency and a class-exclusive panoramic sunroof, the Optima Limited offers elegant touches that modern drivers would expect to find in the car of their dreams, such as: unique design 18-inch wheels, high-grade Nappa leather seating, LED accent lights, chrome exterior accents and sporty red brake calipers.

---

<sup>1</sup> Test drive offer is valid from 2/1/12 to 3/31/12. To be eligible, test-driver must be 18 years of age or older with a valid driver's license. This offer is non-negotiable and non-transferable. One \$25 Kia pre-paid voucher per household. See [Kia.com](http://Kia.com) for complete terms and conditions.

<sup>2</sup> Expected to be available in March 2012

-more-

### **Kia's Unprecedented Growth**

Kia Motors is the one of the world's fastest moving global automotive brands; from 2009-2011 Kia launched more new vehicles in the U.S. than any other automaker, and under the guidance of chief design officer Peter Schreyer earned a reputation as an industry leader in automotive styling. Kia Motors America's full line of fuel-efficient and fun-to-drive cars and CUVs has earned critical acclaim and dramatically increased consumer awareness, perception and consideration for the brand. In 2011, KMA recorded its 17th consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality<sup>3</sup> and the industry's highest brand loyalty ranking<sup>4</sup>. Kia's U.S.-based manufacturing facility in West Point, Georgia – KMMG – is responsible for the creation of more than 10,000 plant and supplier jobs and builds the company's two best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan<sup>5</sup>. Kia's value and technology-laden 2012 model year lineup also includes the Sportage compact CUV, Soul urban passenger vehicle, Optima Hybrid, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts and Sedona minivan.

### **About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 755 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

# # #