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## News Release

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### **KIA MOTORS PRESENTS THE SOUL COLLECTIVE**

#### ***Nationwide Program Features Well-Known Cultural Innovators and Soul Test-Drive Opportunities***

- Kia Motors launches its first-ever youth-oriented nationwide series of events centered on emerging culture
- Tour includes distinguished artists across multiple disciplines demonstrating “how they roll”

**IRVINE, Calif., August 14, 2009** – Kia Motors America (KMA) today announces a nationwide, youth-oriented program, titled “Kia Presents The Soul Collective” on the heels of the launch of one of its most popular, stylish and intriguing vehicles, the 2010 Kia Soul urban passenger vehicle. Bringing the Soul directly to consumers through interactive events and test-drive opportunities in a 10-city tour, the program mirrors the Kia Soul ad campaign’s “a new way to roll” slogan by partnering with young and modern thought leaders, brought together to form The Soul Collective, from different disciplines including music, film, design, and gaming to show exactly “how they roll” through their respective mediums.

The Soul Collective includes four days of events in each city, designed and curated by Collective members who show exactly how they roll through their art and talents. The Soul Collective events feature high-profile DJs, live music performances, video screenings and art installations. On-site Kia Motors representatives will educate consumers about the Soul, facilitate test-drives and provide local dealer incentive information.

“Soul embodies Kia’s current focus on innovation, safety and design and is a game-changer for the brand with the ability to gain the attention of youthful consumers,” said Michael Sprague, vice president of marketing, KMA. “Illustrating of all of the ideas and personalizable options behind the Soul, Kia Motors is mixing cultural innovators with younger audiences, not only through unique and interactive online methods, but in urban locations through a mix of modern music, art and cultural events.”

Consumers can visit [Kia.com](http://Kia.com) or [KiaSoulCollective.com](http://KiaSoulCollective.com) for more information on artists, register for test-drives and download free content such as video, photos and music from Collective members. Tour updates, promotions and exclusive access to contests will be tweeted on Twitter ([www.twitter.com/kiacollective](http://www.twitter.com/kiacollective)) from The Collective. Facebook and Myspace pages of Collective member artists will also detail information about the tour stops and free content.

The program runs from August to October 2009 and the Soul Collective events will be held Fridays through Sundays and are open to the public from 12 – 8 p.m. daily. The program will be executed by Cornerstone, a full-service leading lifestyle marketing company. Below are the official tour dates:

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|-----------------|----------------|-----------------|-------------|
| ➤ 08/20 - 08/23 | Seattle        | ➤ 10/1 - 10/4   | Miami       |
| ➤ 08/27 - 08/30 | Phoenix        | ➤ 10/ 8 - 10/11 | Atlanta     |
| ➤ 09/10 - 09/13 | Chicago        | ➤ 10/ 5 - 10/18 | Boston      |
| ➤ 09/17 - 09/20 | Washington, DC | ➤ 10/22 - 10/25 | New York    |
| ➤ 09/24 - 09/27 | Philadelphia   | ➤ 11/5 - 11/8   | Los Angeles |

### **About the Kia Soul**

Designed by Kia Motors' Southern California-based design team, the Soul offers a unique combination of style, value and personalization options, including an available Audio Upgrade Package that includes speaker lights that can pulse to the beat of the music or add mood lighting to give the interior cabin a personal lounge feel. Available in four distinctive trim levels, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Soul pricing begins at less than \$14,000 and is on sale at Kia retailers nationwide.

### **About Kia Motors America**

Kia Motors America (KMA) 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 630 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).