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## News Release

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### **2010 KIA SOUL WEARS ANTENNA DENIM TO SEMA**

#### ***Kia and Antenna Magazine Collaborate with etnies, Huf, Original Penguin, Smart Design, DJ Whoo Kid, Todd Schmidt and In4mation for Artfully Inspired Soul Xpression Program***

- The worlds of music, fashion and technology collide for Soul Xpression program
- Artistic program includes eight eclectic designs for a customized Kia Soul, a 19-page advertorial, mini-magazine, grassroots marketing tour, online microsite, contest and social networking applications

**LAS VEGAS, November 4, 2009** – Bringing the worlds of music, fashion and technology together to develop the ultimate ride, Kia Motors America (KMA) and *Antenna* magazine proudly showcase the custom *Antenna* Soul as part of the Soul Xpression program at the Specialty Equipment Manufacturers Association (SEMA) show in Las Vegas. Following the wildly successful launch of the all-new 2010 Kia Soul, KMA and *Antenna* magazine collaborated to develop Soul Xpression, a 360-degree integrated program and exhibition of the creative spirit showcasing style leaders and passionate trailblazers from the worlds of music, fashion, skate, style and technology. Partners in the project include etnies, Huf, Original Penguin, Smart Design, DJ Whoo Kid, Todd Schmidt and surf brand In4mation, all of whom expressed and designed their own unique visions for the Kia Soul. At the culmination of the design process, one highly stylized Kia Soul was built that fused influences from the seven partners as well as other en vogue name brands represented on the pages of *Antenna* magazine.

The *Antenna* Soul made its debut on the catwalk during New York's Fashion Week in September followed by a launch party at the Ainsworth in New York hosted by Kid Cudi; and kicking off with SEMA it begins making the rounds on the auto show circuit. The *Antenna* Soul includes a pop-up "shop" of the latest trends in clothing and accessories from Original Penguin, Huff and etnies. Custom seats feature Cone Denim, bespoke stitching and Rufus shirt material, and a G-shock clock is mounted on the dash. Perforated leather and denim adorn the interior along with a RICTA skateboard wheel gear shift knob, leather-wrapped mounting holsters for personal electronics, a custom display case in the glove box for fashionable watches and stylish sunglasses, a refrigerator in the back seat and a skate board in the roof liner. Arrive in style – or even fashionably late – for any occasion in the *Antenna* Soul with clothing packed neatly in a motorized organizer in the trunk featuring exclusive apparel and accessories.

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Media elements of the campaign include a 19-page in-book advertorial in *Antenna* magazine, mini-magazine, grassroots marketing tour, online microsite ([antennamag.com/kia](http://antennamag.com/kia)), contest and social networking applications. The online contest invites readers and general consumers to create their own customized Kia Soul via words, photo or art to win \$1,000 and limited-edition goods from *Antenna* design partners. A downloadable template of a Soul and the contest can be found at:

<http://www.antennamag.com/kia/contest/>.

“The Soul Xpression program takes design elements of the Soul to the next level by adding specific visions from inspirational style leaders,” said Michael Sprague, vice president of marketing, KMA. “As a head-turning example of modern design, the Soul was the perfect canvas for influential designers and thought leaders to come together and express everything that would make it further befitting of its name.”

### **About the *Antenna* Soul**

The *Antenna* Soul represents a fusion of influences from design partner cars merged with brands from the magazine. Additional influences and items from design partners include:

- PSP Slim video game system in car inspired by DJ Whoo Kid
- Denim color scheme inspired by In4mation x Vans sneaker collaboration
- In-vehicle technology inspired by Smart Design
- Baby blue dash and brown interior inspired by Original Penguin color scheme
- Skateboard elements inspired by etnies and Huf
- Clothing in trunk pop up store from etnies, Huf, Original Penguin, and In4mation

From top to bottom, the *Antenna* Soul is customized to the core with the following:

### **Exterior**

- Custom baby blue exterior by Lux Motorwerks
- MRR 20-inch wheels paired with Nitto Tires and a lowered suspension
- Matte brown painted roof, grill trim, side vents and custom exhaust
- Rooftop snowboard rack with custom board by Revolution, designed by *Antenna*
- Smoked headlights, taillights and side markers
- Baby blue color matched brake calipers

## Interior

### **Dashboard**

- Painted baby blue dashboard with steering wheel wrapped in perforated brown leather
- Sunglasses and watch display in converted glove box with LED lights, Plexiglass cover and denim trim

### **Center Console**

- Clock using a G-Shock with surrounding illumination in converted center console speaker port
- Fiberglass center console with custom molds for an iPod touch, Flip Video, BlackBerry Pearl, and HP Netbook
- Chocolate leather-wrapped center console from Mood Fabrics

### **Seats**

- Cone Denim, Rufus shirt material, and chocolate leather by Mood Fabrics wrap the front seats
- Sony PSP Slims affixed via a custom LED-illuminated mounting system fitted to driver and front passenger seatbacks
- Front and rear seat matching upholstery

### **Headliner**

- Denim-lined interior with skateboard trucks for handles
- Custom skate deck in the headliner by Revolution, designed by *Antenna*

### **Door Panels**

- Chocolate leather-wrapped door panels with denim inserts, Plexiglass and LED lighting transform the handles into custom holders for storing necessities

### **Trunk**

- Motorized shelving display in the trunk that raises and lowers *featuring clothing and accessories from design partners, and select items by Kid Robot*
- Custom leather-wrapped trunk box with accents for disappearing shelves with LED lighting

### **Audio**

- Memphis Car Audio amplifier and subwoofer in the headliner and in the trunk, respectively with dashboard mounted tweeters
- Eclipse head unit powers the sound system with a removable faceplate, GPS, DVD, and Bluetooth compatibility

### **Kia Motors Product Line**

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the rugged 2011 Sorento CUV arrives in showrooms in January 2010.

### **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 650 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).

### **About Antenna Magazine**

*Antenna* is the first national magazine to target individuals who are on a constant quest for the latest and coolest products on the horizon. A guidebook allowing readers to navigate an extensive collection of products in one single publication, while championing the people who create, sell and collect them - all in one comprehensive, artful, elegant and innovative format. *Antenna* features everything from jeans and rare sneakers to travel, electronics and your favorite childhood snacks, guiding you through the clutter, curating all that matters. *Antenna* is published by Harris Publications, one of the country's largest special interest publishers with over 70 different titles, including *XXL*, *RIDES* and *0-60*.

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