

NEWS



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KIA DEBUTS KND-4 CONCEPT VEHICLE IN LOS ANGELES

New Concept Compact SUV Offers Bold Hint at Kia's Future

LOS ANGELES (November 15, 2007) – Kia Motors America (KMA) today unveiled the all-new KND-4 compact SUV concept vehicle at the Los Angeles International Auto Show. Having made its world debut at the Seoul Motor Show in April, the KND-4 concept was specifically designed to provide an idea of what next-generation Kia compact SUVs will be like. Conceived at the Kia Design Center in Korea, the new concept exhibits a powerful and strong character that corresponds with Kia's philosophy of "Exciting and Enabling."

"The KND-4 compact SUV is a vital vehicle because it showcases dynamic and sophisticated styling cues that are strongly indicative of future Kia SUV models," said Len Hunt, executive vice president and COO of KMA. "Designed with active and independent consumers in mind, KND-4 demonstrates Kia's ongoing commitment to making vehicles that are both stylish and technologically advanced."

Athletic and Sleek Exterior

KND-4 appeals to consumers who crave freedom and an active lifestyle, while removing the boundary between the city and outdoors to allow the driver to express his or her unique personality. The swift, rounded front end features LED headlamps and a sleek radiator grille, which flows smoothly into flared wheel arches that wrap around 20-inch, low-profile tires.

The pronounced shoulder line and sweeping C-pillar give a dynamic flare to the compact SUV, while the large rear window highlighting the interior volume and uniquely-styled rear cluster lamps emphasize the overall sporty stance. Short overhangs and a high ground clearance ensure excellent off-road capabilities.

Future-Oriented Interior

KND-4's interior provides a unique contrast to the strong character of the exterior. Designed to seat four passengers in individual, independent seats, future-oriented accents include floor, dash and door trim panels in a metallic finish, highlighted by indirect lighting that reflects in the metallic material and creates an exciting cabin ambience that will appeal to a passenger's sentimental side. The cargo room in the back of the vehicle not only provides room for storage, but also is outfitted with a mobile hard case used for storage, as well as an emergency kit.

Equipped with the most advanced technology, KND-4 enables the driver to obtain information from both inside and outside the vehicle and use entertainment features conveniently. AMOLED (Active-Matrix, Organic, Light Emitting Diode), the next-generation high-quality display, has been applied to the top and bottom of the cluster and center fascia to provide a clear image regardless of the visual angle. This way, the driver can receive moving images from the navigation system, vehicle information, as well as mobile phones. KND-4 also offers the driver both Bluetooth and Blu-ray technologies, controlled by multi-function buttons on the steering wheel, plus a built-in hard disc for the audio player.

Efficient Power

KND-4 is powered by a 2.2-liter Variable Geometry Turbocharger (VGT) diesel engine featuring Kia's Active Torque Transfer (ATT) system, which, in severely slippery conditions, automatically distributes torque to the wheel or wheels with the best traction.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit www.kiamedia.com.

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