

# NEWS



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**KIA UNVEILS SPECTRA5 SX CONCEPT AT 2007 SEMA SHOW**

*Concept Displays Aspects of Future Design Language for Kia*

**LAS VEGAS (October 30, 2007)** – Kia Motors America (KMA) displayed its sporty new concept vehicle, the Spectra5 SX concept, at this year's SEMA Show today in Las Vegas. A product with influences from KMA's design team, the Spectra5 SX sets the stage for future concept and production vehicles to be shown throughout the upcoming auto show season by putting into action some of the styling cues that will soon become part of Kia's new overall design language.

"Spectra5 SX concept hints at some subtleties of Kia's new design language," said Tom Kearns, chief designer of KMA. "This concept vehicle is only the tip of the iceberg of what is to come from Kia in the near future."

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## **Kia Spectra5 SX Concept**

**2 of 2**

The Spectra5 SX concept is finished in an edgy three-stage Amped Amber exterior color that changes shades and color depending on the vantage point. Based off of the production Spectra5 SX, the Spectra5 SX concept displays a more aggressive stance – dropped 1.4 inches in front and 1.2 inches in the rear – further accentuated by a unique front fascia with an expanded opening and mesh inserts, which also hints Kia's new design philosophy. A similarly-styled rear fascia and rear diffuser round out the back end of the vehicle, atop a catback exhaust with a 2.25-inch outlet. The headlamps and tail lamps are also tinted to complete the look.

This spry Kia ride sits on 18-inch wheels fitted with 235/45R18 performance tires with a twin-spoke wheel design and black chrome finish. To demonstrate its abilities, the Spectra5 SX concept is outfitted with high-performance cross-drilled and slotted four-wheel disc brakes with front Rotor four-piston aluminum calipers and rides on a performance suspension with high-performance Eibach springs.

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, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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