

# NEWS



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## **KIA RELEASES SKETCH OF ALL-NEW SOUL CONCEPT CAR**

### **Crossover Utility Concept Will Debut at 2006 North American International Auto Show**

IRVINE, Calif., December 12, 2005 – Kia Motors America (KMA) today released a preview sketch of the all-new “Soul” concept car, which will make its world premiere at the upcoming North American International Auto Show (NAIAS) in Detroit. The Kia Soul concept is a crossover utility vehicle with a sporty, bold look that builds on design cues from the Kia Mesa concept vehicle introduced at the 2005 NAIAS.

A wrap-around windshield, muscular wheel flares, stylish front headlamps and a sloped roofline convey an athletic attitude for the Soul, which is geared toward an active lifestyle. Though small on the outside, it is big inside with practical interior room and a reconfigurable cargo space. The rear lift gate includes a unique “drawer” for wet or muddy items such as a wetsuit or hiking shoes.

More details will be announced at Kia’s NAIAS press conference on January 9 at Cobo Hall at 3:45 p.m. EDT.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).