ENROLLMENT NOW OPEN FOR KIA’S THE GREAT UNKNOWNS SCHOLARSHIP PROGRAM

Applications for Kia’s The Great Unknowns Scholarship Now Being Accepted; Recipients To Be Announced in June

- Kia’s scholarship program returns for second year to reward students that “Give It Everything”
- Information regarding eligibility requirements and the application process can be found at https://www.kia.com/us/en/give-it-everything

IRVINE, Calif., April 2, 2020 – Kia Motors America announced today that applications are now being accepted for the second year of the brand’s The Great Unknowns Scholarship program. The application process is open to students across the U.S. planning to pursue a college undergraduate degree in one of the following discipline areas: Sciences, Technology, Engineering, Arts, or Math (STEAM). Recipients will be chosen based on a number of factors, including academic performance and demonstrable ways they make a positive impact within their local communities. The students selected will be notified in mid-June. More information including eligibility and application requirements can be found at https://www.kia.com/us/en/give-it-everything.

Introduced in 2019 as part of the launch of Kia Motors America’s “Give It Everything” strategy, the goal of the scholarship program is to discover and reward young Americans with the brand’s spirit.

"An ongoing tenet of Kia’s “Give It Everything” is to give back in meaningful ways, and Kia is proud to support the educational ambitions of America’s youth in the second year of the Great Unknowns Scholarship,” said Russell Wager, director, marketing operations, Kia Motors America. "The freshman class of scholarship recipients has proven to be extraordinarily bright and talented and we are excited to add to that group and help more young people pursue their academic dreams."

First-year recipients of The Great Unknowns Scholarship enrolled at a variety of colleges and universities including Harvard University, University of Alabama - Huntsville, New Mexico Institute of Mining and Technology, University of Texas - San Antonio, Duke University, and the University of Pennsylvania. Those students study a wide range of coursework from economics and computer science to public policy, neuroscience and aerospace engineering.

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America has been the highest ranked mass market brand in initial quality for five consecutive years according to J.D. Power**, and is recognized as one of the 100 Best Global Brands by Interbrand. Kia serves as the "Official Automotive Partner" of the NBA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.*

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.

** Kia received the lowest rate of reported problems among mass market brands in the J.D. Power 2015-19 U.S. Initial Quality Studies of
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