KIA AMERICA DELIVERS 2023 NEW YEAR’S NUMERALS TO TIMES SQUARE

IRVINE, Calif., December 21, 2022 – The countdown to 2023 officially began in New York City’s famed Times Square when the “2023” Numerals that will light up the sky when the Ball Drops and the clock strikes midnight on New Year’s Eve arrived yesterday. The “2023” numerals were towed into Times Square by an all-new 2023 Kia Telluride X-Pro SUV after completing a 2,795-mile coast-to-coast trip that started November 28th at the Kia Forum in Los Angeles. For the third consecutive year, Kia America is the Official Sponsor of the New Year’s Eve Countdown and embarked on the nationwide journey to bring the excitement and anticipation of the New Year to people across the country.

Kia America – about us

Headquartered in Irvine, California, Kia America continues to top automotive quality surveys and is recognized as one of the 100 Best Global Brands. Kia serves as the “Official Automotive Partner” of the NBA and offers a range of gasoline, hybrid, plug-in hybrid and electrified vehicles sold through a network of over 750 dealers in the U.S., including several cars and SUVs proudly assembled in America*.

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* The K5, Sportage, Sorento, and Telluride (excludes HEV and PHEV models) are assembled in the United States from U.S. and globally sourced parts.

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