Kia’s Futuron Concept proposes an illuminating new design for an electric SUV coupe

- Sleek, streamlined shape wrapped with ‘360-degree’ theme bodywork
- New ‘tiger-face’ incorporates innovative Star Cloud light signature
- Spacious cabin with flexible seating and Level 4 autonomy
- Concept makes international debut at CIIE 2019

(SEOUL) November 5, 2019 – Kia Motors has revealed its new Futuron Concept, an illuminating all-wheel drive SUV coupe which proposes new designs for future electric vehicles.

The Futuron Concept represents the modern and confident image of a progressive electric SUV coupe envisioned by Kia. The Futuron name itself is a portmanteau of ‘future’ and ‘on’, hinting at the switched-on, electric nature of future SUV designs from the brand.

With a design based around the notion of dynamic purity, the Futuron Concept merges elegant proportions with pure shapes and surfaces. Its lightweight SUV coupe body incorporates a fully-electric all-wheel drive powertrain, wrapped in bold yet modern exterior surfaces, and with a flexible, high-tech interior.

The Futuron makes its public debut today at the 2019 China International Import Expo (CIIE) in Shanghai, where it will be on display to the public until 10 November.

An electric SUV coupe with a ‘360-degree core’

The Kia Futuron Concept is built around a single, strong ‘360-degree’ design notable for its pure, smooth form devoid of ornament. The delicate diffusion of the body’s surfaces creates a series of taut, flowing shapes which twist, expand and contract around the body. The result is a sleek and streamlined shape, creating an aero-efficient profile.

The novel proportions of the car are immediately striking. Its low-profile SUV coupe body makes a strong statement of intent for Kia’s future cars, which will be confident, sporty and modern, yet also elegant. At 4,850 mm in length, 1,550 mm tall and with a 3,000 mm-long wheelbase, the Futuron’s elevated ground clearance is matched with a low, lean body to create a dynamic, confident posture.

The Futuron’s fully-electric powertrain makes this shape possible. A high-capacity battery is mounted low in the vehicle’s body, beneath the cabin floor, providing electrical energy to four powerful in-wheel electric motors. The elevated stance of the car is therefore matched with a low center of gravity and a cutting-edge e-AWD system which delivers lightning-fast responses to driver inputs.

A sports car on an SUV platform, combined with comfortable, lean-back seats, Futuron offers users a new type of interactive driving experience suitable for urban city environments. Various elements of the vehicle’s structure and design foster the important connection and interaction between car and driver.

The front fender flows backwards from the front of the hood before plunging into the cabin itself, establishing a connection between the driving
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About Kia Motors Corporation
Kia Motors (www.kia.com) is a maker of world-class quality vehicles for the young-at-heart. Founded in 1944, Kia today sells around 3 million vehicles a year in 190 countries, with more than 52,000 employees worldwide, annual revenues of over US$49 billion and manufacturing facilities in five countries. Kia is the major sponsor of the Australian Open, official automotive partner of FIFA, official partner of the UEFA Europa League, and main partner of League of Legends European Championship 2019. The company’s brand slogan – “The Power to Surprise” – represents Kia’s global commitment to surprise the world with exciting, inspiring experiences that go beyond expectations.