

## **Kia premieres three all-new models at Frankfurt Show**

- **New Kia Kee sports coupe concept heralds a ‘new-look’ for Kia**
- **Longer, lower, lighter Kia pro\_cee’d extends C-segment offerings**
- **New eco\_cee’d green-performance concept points to future improvements**
- **New FCEV hydrogen-electric platform makes European debut**
- **Kia Frankfurt Show Press Pack available on [www.kiapress.com](http://www.kiapress.com)**

**(SEOUL) September 11, 2007** -- Kia Motors Corporation is hosting the World Premieres of three all-new vehicles at the Frankfurt International Motor Show in Germany today.

### **Kia Kee – Sports Coupe Concept**

The World Premiere of the all-new Kia Kee sports coupe concept at the Frankfurt International Motor Show in Germany this week is a landmark moment in the Kia Motor Corporation’s evolution into a major global automotive company.

The Kia Kee (pronounced ‘key’) is a 4.3-metre long, four-seater, 2-door coupe with svelte, newly proportioned lines resulting from a slightly lengthened greenhouse. It is a new interpretation of a 2+2 coupe with an imposing road presence that demonstrates an uncluttered, pure and timeless execution and represents a new design ethos for Kia.

Kia Kee features a broad stance and a low profile, with three unique exterior elements – the strong and powerful frontal design with its distinctive headlamps and eye-catching LED cluster, a dynamic profile with striking greenhouse treatment and 20-inch diameter alloy wheels. Measuring 4,324 mm long, the Kia Kee is powered by a ‘next generation’ 2-litre, V-6 gasoline engine producing 200 ps, mated to a six-speed automatic transmission.

“The new Kia Kee is a clear and emphatic statement that the future of the Kia brand is set to be one that will excite and surprise an entirely new audience of consumers,” commented Peter Schreyer, Chief Design Officer Kia Motors. “In making this design departure for Kia it was essential to my thinking that we did not lose sight of the fact that the Kia brand must continue to appeal to customers in the mainstream. It would have been easy to present an extreme supercar at Frankfurt that would attract plenty of attention, but could have no place in Kia’s future. Our sports coupe concept is not simply a flight of fancy but represents an affordable dream for sports car lovers.”

### **Kia pro\_cee’d – three-door hatchback**

The introduction of the new three-door Kia pro\_cee’d, making its World Premiere at Frankfurt, marks a major expansion of the popular Kia cee’d family of cars and brings more style and more sportiness to the C-segment in Europe. Despite its lowered, sportier appearance, pro\_cee’d provides generous legroom front and rear, and luggage capacity is a class-leading 340 litres, with the rear seats upright.

Longer, lower and lighter, the new pro\_cee'd has an extended nose, a shallower front grille, new-style headlamps, a wider bumper with a prominent lip spoiler, a deeper central air intake and larger fog lights. The windscreen is much shallower and the doors, which are 276 mm longer, have a unique design. The side profile is truly distinctive, with a beltline that rises much more steeply towards the rear of the car. The 19-strong Kia pro\_cee'd is scheduled to go on sale across Europe early next year.

### **Kia eco\_cee'd – the 'green-performance' concept car**

Kia is staging the World Premiere of a new 'green-performance' concept car at Frankfurt. Called 'eco\_cee'd', the new concept is a development of the Kia pro\_cee'd hatchback and aims to achieve better fuel consumption, with fewer emissions – while still delivering a lively, spirited drive. Based on a pro\_cee'd fitted with a lively yet frugal Euro-5 compliant, 115 ps, 1.6-litre diesel engine, the new eco\_cee'd concept has been designed to hugely enhance the 'green' potential of the standard model. A combination of small but significant modifications to the base vehicle result in much improved fuel consumption (just 3.9 litres/100km) and reduced CO2 emissions (just 104 g/km).

The impressive performance, fuel economy and emissions figures of the eco-cee'd are largely the result of improved aerodynamics which bring the drag coefficient down to just Cd 0.29. To maximise the value of the aerodynamic and powertrain improvements, eco\_cee'd is fitted with Kia's new Idle Stop&Go and Regenerative Braking systems.

As a 'green-performance' concept car the eco-cee'd demonstrates a part of Kia's vision for the way ahead with future engine developments for next-generation environmentally friendly and fuel efficient production models – without losing sight of customer expectations for cars with a sporty design and fun-to-drive performance.

### **Kia FCEV – all-new platform makes European debut**

Kia Motors Corporation is staging the European Premiere of its latest Fuel Cell Electric Vehicle (FCEV) platform at Frankfurt. The hydrogen-fuelled, electrically-driven FCEV platform represents the next step forwards in Kia's continuing commitment to develop cleaner, greener production vehicles for the future.

The all-new 4.6-metre long platform is designed to fit beneath an SUV-style vehicle. Propelled by three electric motors, powered by a 100 kW Fuel Cell and fuelled by twin 76-litre tanks storing hydrogen at 700 bar, the 4x4 FCEV promises real-world usable performance and has the ability to start in extremely cold temperatures (down to – 30C).

Kia's computer simulations indicate that clothed in a Sorento-type body, the new FCEV could accelerate to 100 kph in just 10 seconds, reach a top speed of 170 kph and achieve a 600 km range – all with zero emissions. While accomplishing good progress in terms of greener motoring, the new FCEV is very much a 'real world' solution to daily transport challenges – offering lively performance to match its commendable emissions and fuel consumption.

**Download full Press Pack**

The Kia Motors Press Pack containing full details of all the exhibits at the Frankfurt Show can be found at [www.kiapress.com](http://www.kiapress.com) – click on ‘Kia Europe’ and navigate to Press kits / Motorshows / Frankfurt 2007.

*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) -- one of the fastest growing automakers in the world -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 12 manufacturing and assembly operations in 8 countries produce more than 1.3 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. From 2007 to 2014, Kia will be an official automotive partner of FIFA -- the governing body of the FIFA World Cup -- as well as a EUROTOP partner of UEFA. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*

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