

Media Release

Kia Motors New Zealand



NEWS

23 October 2015

Kia Makes A Big Noise About Sound

AUCKLAND – 23 October 2015

Silence may be golden to some people, but it's not always a desirable trait in a car.

The sound of a sweet engine note can be music to a driver's ears, however it can be spoiled by unwanted mechanical or non-mechanical noises.

It's something Kia Motors has focused considerable research on in the pursuit of enhanced vehicle enjoyment, and the company's engineers have recently developed sophisticated technology to help in the drive towards superior motoring sound.

Kia has specialist units within its Research & Development centre in Korea that are dedicated to minimising uncomfortable noise and maximising harmonious sounds with Research Lab and Noise Vibration Development Team being at the leading edge of state-of-the-art sound technology.

Between them, these units study the intricate network of components that goes into a modern car, including the engine, transmission, drivetrain and chassis that contribute to noise, vibration and harshness (NVH), which largely affect the driving experience. Not an easy task when a car comprises more than 30,000 individual parts.

Their research has been targeting two areas:

- Active Noise Control (ANC) – Automatic active noise control technology effectively offsets unpleasant noises by sending out counter-waves after analysing the wavelengths of internal noises. By adopting this advanced technology, Kia technicians have been able to decrease the number of noise prevention parts in many of its current Kia models, which in turn contributes to weight reduction and improved fuel efficiency.
- Active Sound Design (ASD) – Kia recently became the first in Korea to develop Active Sound Design, which enables drivers to select engine sound styles. ASD creates customised engine sounds by utilising a built-in sound controller. This provides drivers with the ability to choose

from diverse sound settings, including 'regular', 'sporty' and 'quiet', enabling them to enjoy a more personalised driving experience.

Being able to manipulate noise generation in a car will not only improve the enjoyment for the vehicle owner, but could also provide positive benefits to other occupants, leading to more relaxed and safer motoring.

– ENDS –

Photo caption: Kia technicians are researching ways of minimising unwanted noise, while improving a vehicle's sound to deliver a more rewarding driving experience, using Active Noise Control and Active Sound Design technology.

About Kia Motors New Zealand

Kia Motors New Zealand Limited (www.Kia.com/NZ) – a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 2006 and sells and services high quality, class leading vehicles like the Soul, Cerato, Optima, Sportage and Sorento through a network of 21 dealers nationwide. Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

Further Enquiries: Todd McDonald, General Manager, Kia Motors NZ, phone 09 573 6070.

Prepared on behalf of Kia Motors New Zealand Ltd by John Ellegard, Stanford James Public Relations and Marketing Communication. Ph 09-815 0589, email john.ellegard@xtra.co.nz