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Kia To Reveal X-Car At Australian Open

If you figured this Kia looks like it should belong to a superhero, you're right.

The one-off Kia X-Car will soon have a very special connection with this part of the world, as the most recent film in the hugely successful movie franchise, *X-Men: Days of Future Past*, gets set to be released shortly on Blu-ray, DVD and Digital HD by Hollywood's 20th Century Fox Home Entertainment for home viewing.

The partnership between Kia and Fox will see the unveiling of the special X-Men-inspired, all-new Kia Sorento one week before the Australian Open 2015 in early January – with Kia's 'superhuman' brand ambassador, tennis star Rafael Nadal, revealing the car.

Although the X-Car can carry up to seven members of the X-Men force, it has been created with one particular member in mind, with Kia and Fox inviting the public to guess who it is.

Kia will release a video on its Facebook page and YouTube in mid-December, showing Rafael Nadal teaming up with the X-Men and taking on the Sentinels – the robotic antagonists from the latest X-Men movie – who are threatening the Australian Open 2015. To save the first Grand Slam tournament of the year, the X-Men and Nadal are helped by a 'Kia X-Car', which leads the attack against the Sentinels.

After its unveiling, the Kia X-Car will be on show at Melbourne Park throughout the tournament, which takes place from 19 January to 1 February, 2015. The car will then be showcased at various international motor shows.

To find out more about the unique 'Kia X-Car', visit Kia Motors on Facebook: <http://bit.ly/KiaXmen>.

Photo caption:

The Kia X-Car is inspired by one of the X-Men characters – but which one?

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