

Media Release

Kia Motors New Zealand



NEWS

October 2016

Kia Motors to be showcased in Auckland.

Auckland | October 2016

With strong growth in the automotive market Kia Motors has announced plans for a new flagship showroom for Auckland City and the central suburbs.

Located in the heart of the Newmarket automotive district, the new showroom will showcase Kia's leading range of cars and SUVs.

"Our dealerships in Auckland have seen incredible growth this year – as has our network throughout the rest of the country," says Todd McDonald, General Manager of Kia Motors New Zealand. "This new dealership will be able to meet and satisfy the growing regional demand."

The flagship showroom will be designed in-line with the Kia Motors global 'Red Cube' guidelines bringing a strong design-led image to the brand's network.

The new dealership will span approximately 2,500 square metres with 25 new vehicles on display in the showroom and up to 15 bays within the service centre, which will feature the latest technology to cater for the new generation of Kia vehicles.

"The new Auckland city showroom will be the first of its kind in this market, and makes a statement for the future of the brand in Auckland." adds Mr McDonald.

The Red Cube concept has been created to deliver the most complete visual representation of Kia's design-focused brand strategy created by the company's internationally acclaimed design chief, Peter Schreyer. Plans for the new-look Auckland City Kia showroom will feature strong red cladding, distinctive side-return architecture and a clean, sophisticated interior to give customers an even more professional and comfortable experience when they are either buying a new Kia or returning for after-sales service, says Mr McDonald.

"This is a dramatic look for the Kia brand that has been rolled out across the globe. Our new Auckland showroom will be a part of that programme," he adds.

The opening of the flagship showroom marks Kia's dedication and ongoing commitment to

strengthening its brand presence in New Zealand. With the goal of continued expansion nationwide, Kia is showcasing plans for development in other regions with impressive new dealerships underway in Gisborne, Manawatu and Wairarapa, in addition to new facilities recently established in the Waikato, Kapiti and South East Auckland.

The development and enhancement of the dealer network is a key part of an investment strategy supporting the new model programme being rolled out by Kia Motors. This has seen a succession of award-winning new vehicles launched over the past year as Kia replaces its complete line-up with even more advanced cars and SUVs, such as the new Sportage – New Zealand's best-selling SUV year-to-date (excluding rentals) – Sorento, Carnival, Optima and refreshed Cerato. Expect the fast pace of investment to continue into 2017 and beyond.

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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.

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