



Kia Canada Inc. Media Contact:

Jack Sulymka

Public Relations Manager

(O): 905.755.6266

(C): 905.301.6207

e-mail: jsulymka@kia.ca

News

Embargoed until 8/18

Electric POP concept to spark Kia interest at Paris

- **Concept vehicle with innovative design and eco-friendly appeal**

(SEOUL) August 18, 2010 -- Kia Motors will continue its tradition of unveiling convention-challenging, design-led concept vehicles at motor shows when it reveals an all-new electric concept car at the Paris Show on September 30th.

Called the 'POP', Kia's three-metre three-seater boasts zero-emissions and brings innovative design chic to the city car segment with its dramatic styling.

###

Kia Canada Inc. (www.kia.ca) -- a maker of quality vehicles for the young-at-heart -- is a subsidiary of Kia Motors Corporation (KMC) in Korea was founded in 1999 and sells and services high quality class leading vehicles like the Soul, Forte and Sorento through a network of 168 dealers nationwide. Kia Canada Inc. employs 135 people in its Mississauga, Ontario headquarters and four regional offices across Canada. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.