

Vladislav Alexiev

Product Communications Manager
Kia Motors Europe



Artur Martins

Vice-President Marketing
Kia Motors Europe



True Global Player

In 2014 the Hyundai Motor Group
produced for the first time

> 8 Million cars

Hyundai Motor Group is the

**5th biggest Automotive
Group**

Kia Global Sales Performance

SALES
IN 2013:
2,746m

SALES
IN 2014:
2,908m

5.9%
YOY GROWTH

In 2014 Kia produced for the first time over
3 Million cars

Kia Sales Performance in Europe

4.2%

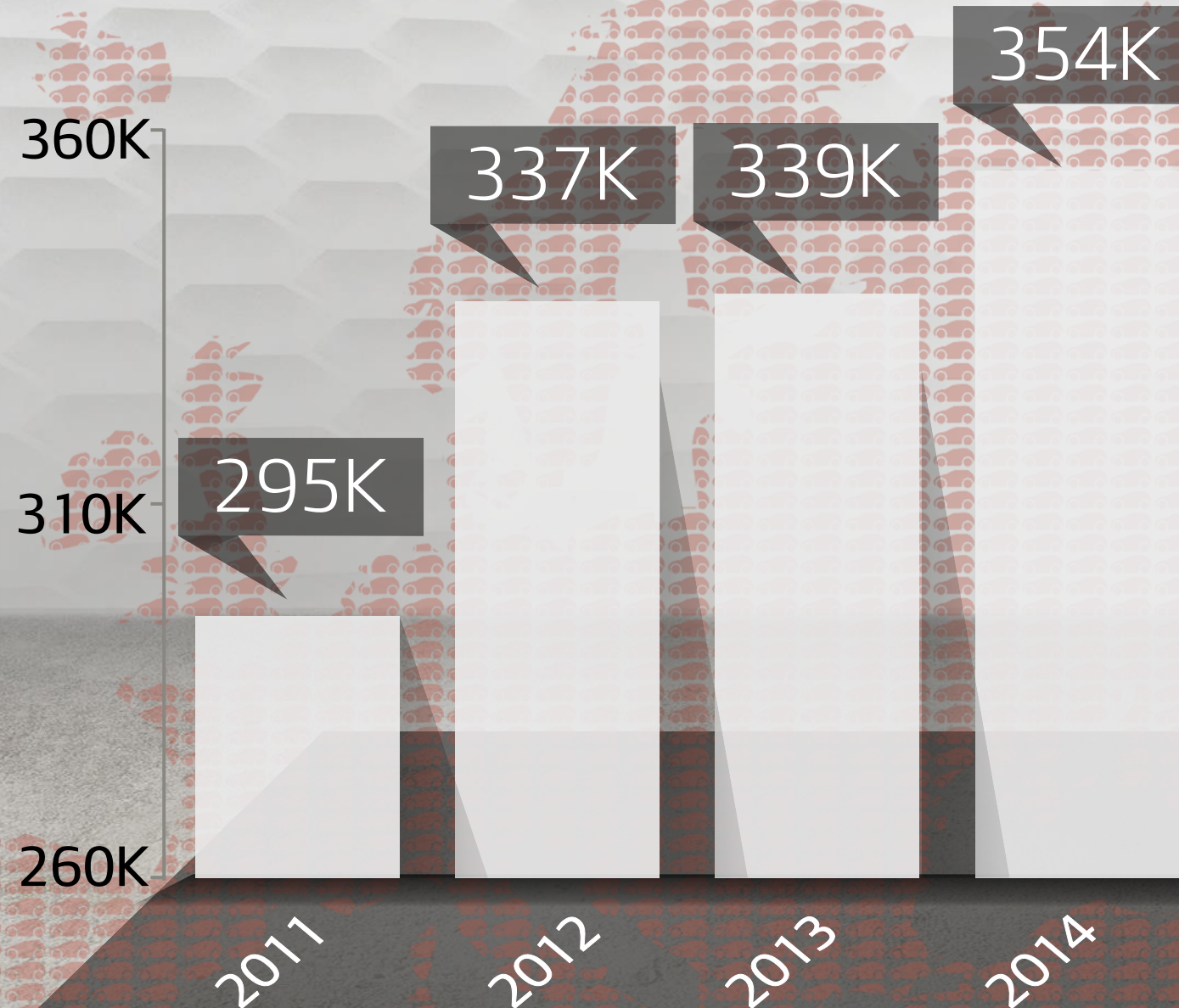
Growth in 2014

2.7%

Market share in 2014

3.5%

Private share in 2014



Source: ACEA new passenger car registrations by manufacturer (EU28+ EFTA) – January 2015

Kia brand value growth

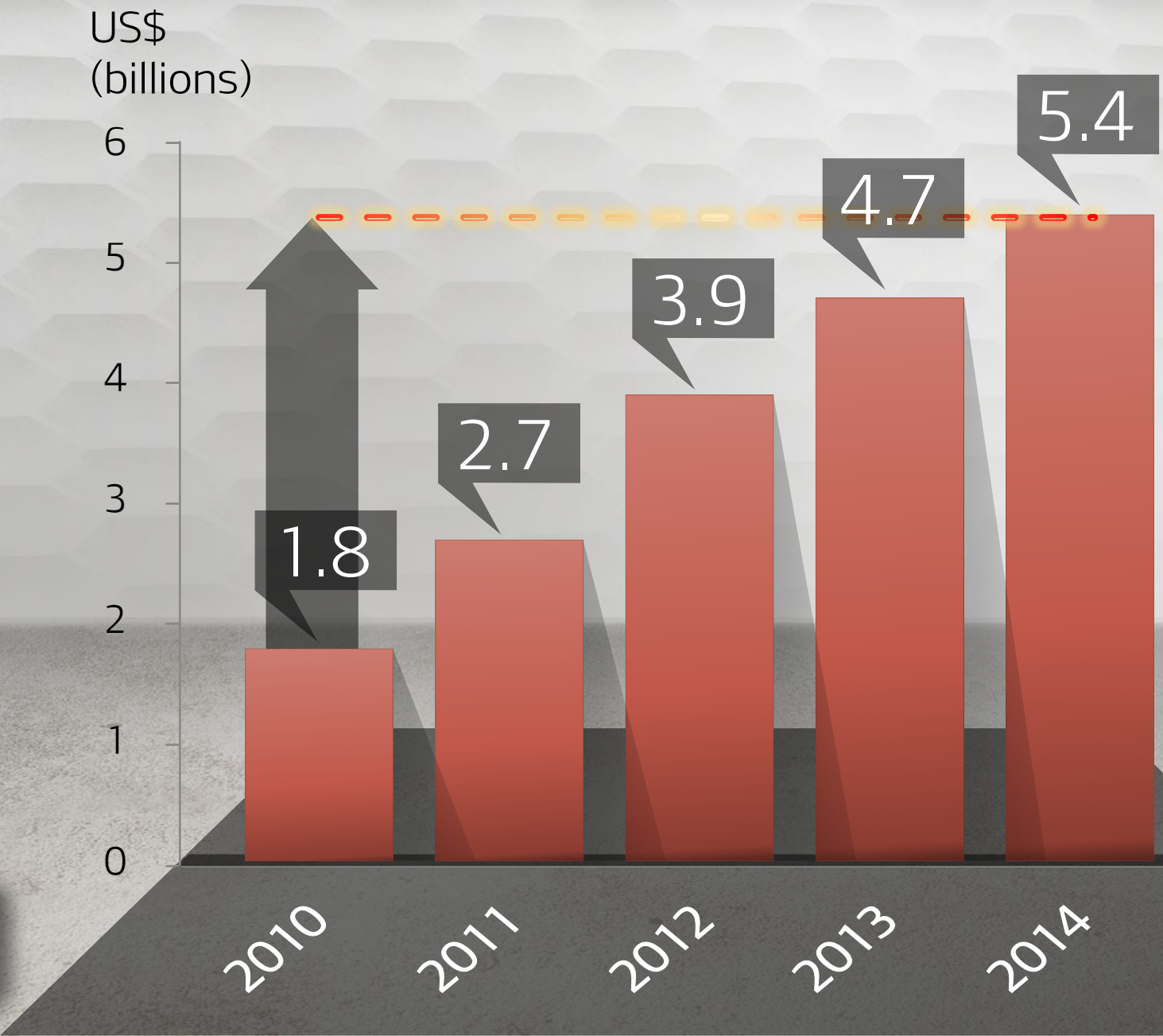
**VALUE TRIPLED
IN 4 YEARS**

2014 KIA ALREADY

74th

**IN TOP-
100 RANKING**

Interbrand



Growth phases for Kia in Europe

FOCUS ON QUALITATIVE GROWTH 2013~2015

3 model replacements



2013

2014

2015

PRODUCT OFFENSIVE FROM 2016

5 model replacements



4 totally new entries



2016

2018



The Power to Surprise

Hyundai Motor Group appoints Albert Biermann as Head of Vehicle Test & High Performance Development

- Biermann's last role was as Vice President Engineering at BMW M Automobiles, responsible for dynamics of acclaimed road and race cars
- Takes on responsibility for new high performance vehicles and technologies
- Appointment is part of a drive to develop Hyundai and Kia vehicles that lead their segments for rewarding driving dynamics

December 22, 2014 - Hyundai Motor Group has appointed Albert Biermann as its new Head of Vehicle Test & High Performance Development.

Based at the company's R&D Center in Namyang, Korea, Mr. Biermann will lead the

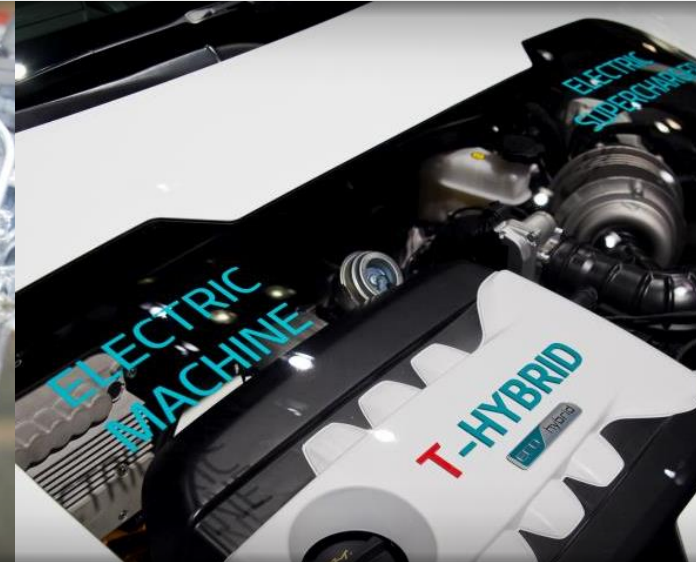
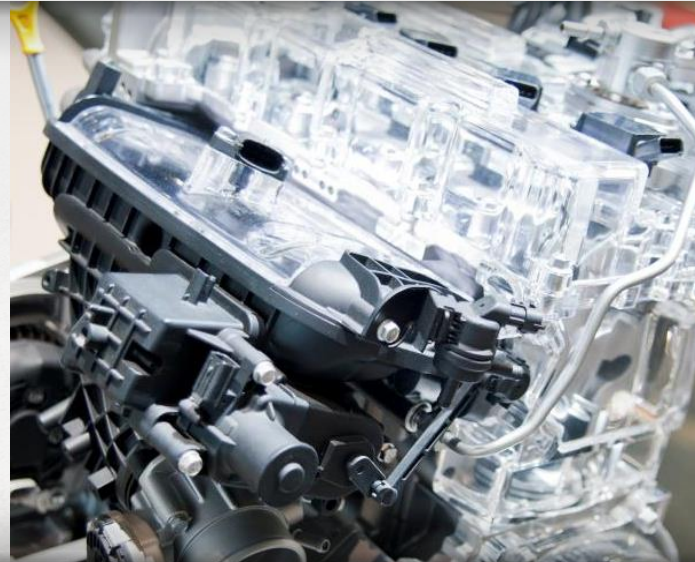
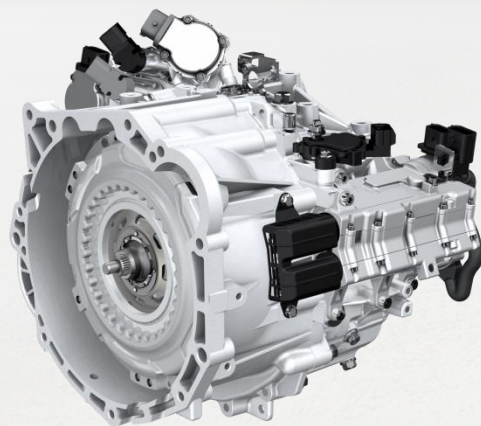
Technology offensive for Kia in Europe

CAR CONNECTIVITY



2016

2018



POWERTRAINS

ALL NEW SORENTO



Juan Pablo de la Cueva

Product Manager
Kia Motors Europe



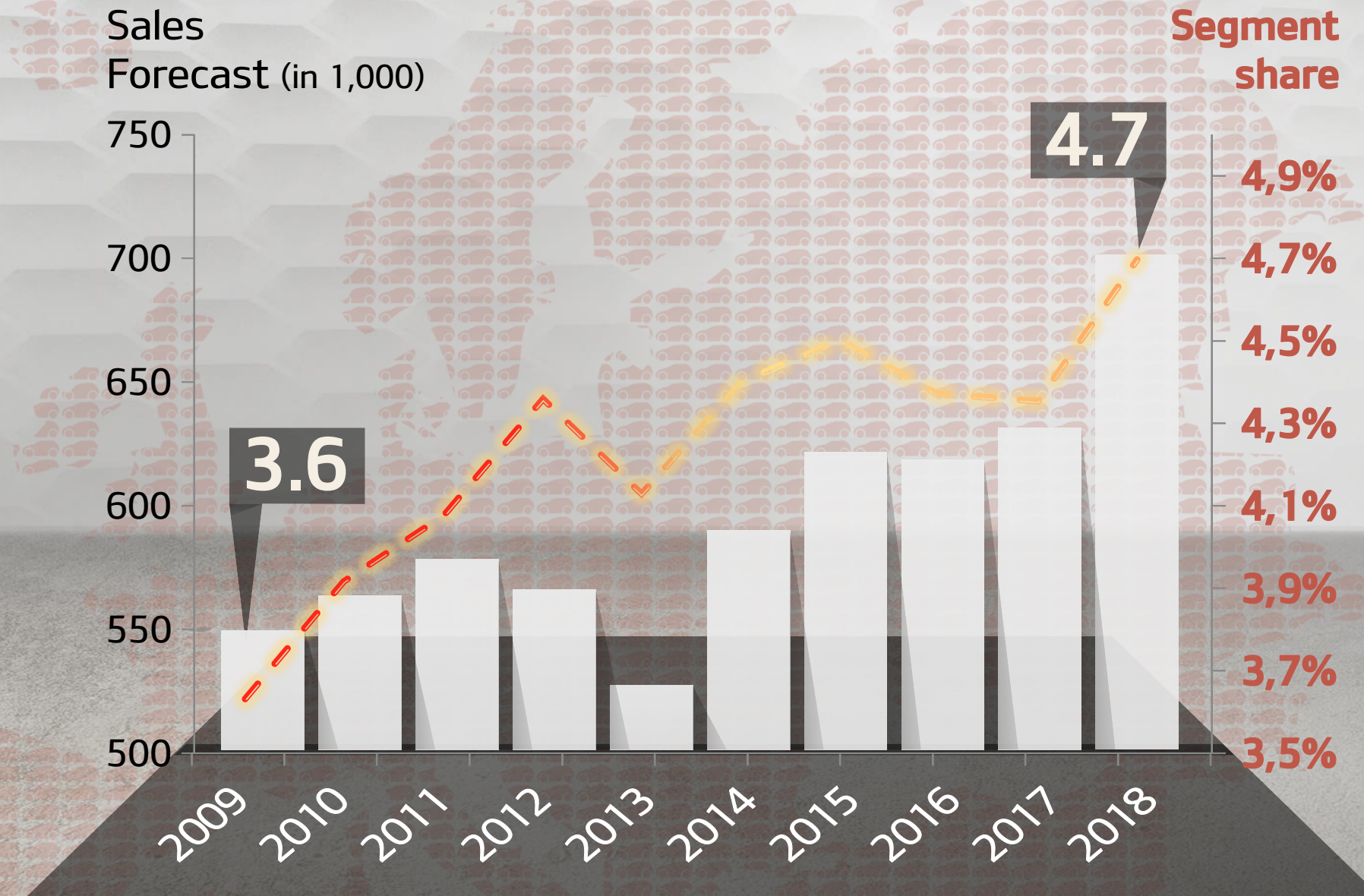
ALL NEW SORENTO



D/E-SUV Segment in Europe

Expected to grow to
700K

Expected to grow to
4.7%



D/E-SUV Segment in Europe

**DOMINATED
BY PREMIUM
BRANDS**

**HIGH
QUALITY
EXPERIENCE
EXPECTED**





ENHANCED
**DRIVING
EXPERIENCE**

ADVANCED
**SAFETY
TECHNOLOGIES**



Front Design: Modern and Aggressive



New front Image: Street wolf

Front Design: Modern and Aggressive



Headlamp link to the Grille

Front Design: Modern and Aggressive



Sculpted lines: $C_d = 0.33$

Side Design: Clean and Sleek



Sorento signature D-pillar

Side Design: Clean and Sleek



**Shark fin antenna
& Rear spoiler**

Side Design: Clean and Sleek



Chrome accents

Rear Design: Bold and recognizable



Rear LED lamps

Rear Design: Bold and recognizable



Muscular figure

Rear Design: Bold and recognizable



Silver skid plates

Exterior dimensions

LONGER WHEELBASE BETWEEN D- AND E-SUV



1,890



1,685

945

2,780

1,055

4,780

	New Sorento	Diff	Sorento MY14
Length (mm)	4,780	+95	4,685
Height (mm)	1,685	-15	1,700
Width (mm)	1,890	+5	1,885
Wheelbase (mm)	2,780	+80	2,700

Interior

**Clean horizontal layout with everything
at eye sight and arm reach**



Interior

Wrap around dashboard



Interior

Metal decoration theme



Interior

Real stitches in the dashboard



Interior: A new dimension of quality



Interior

A range of interior colors from classic to sophisticated



**UPSCALE
DESIGN**



**SPACE &
PRACTICALITY**

KEY REASONS TO BUY



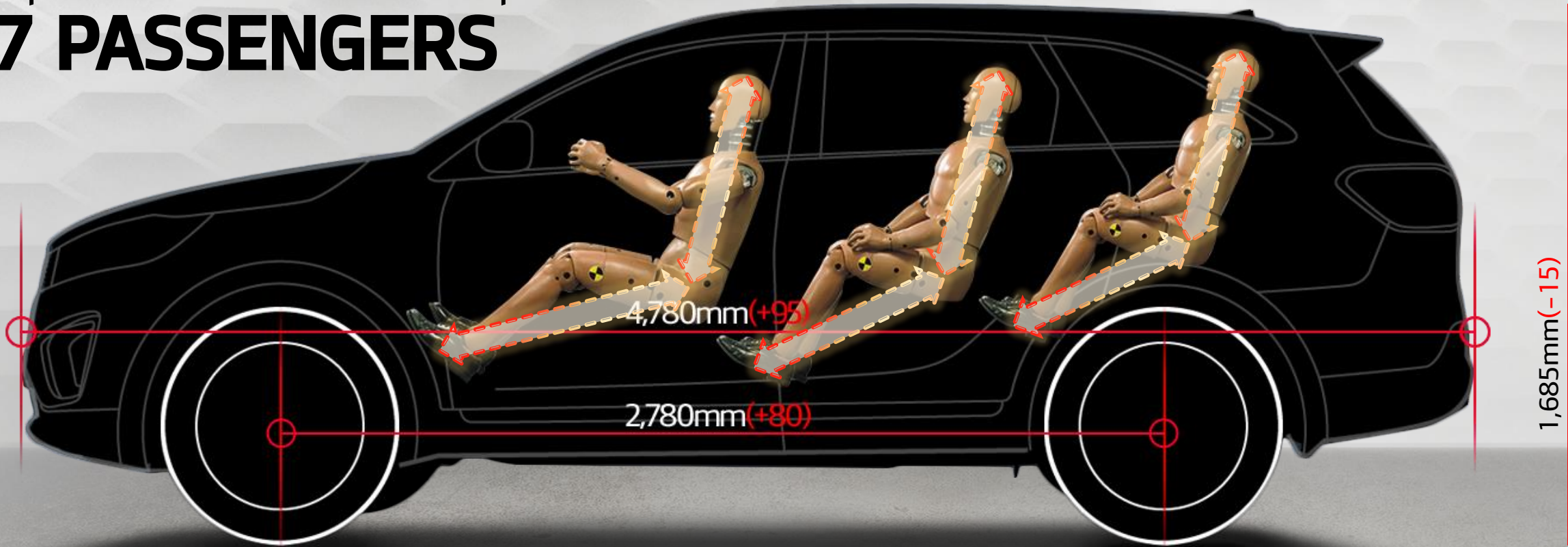
**DRIVING
QUALITY**



**SAFETY &
ADVANCED
TECHNOLOGIES**

Increased roominess

Spacious interior up to
7 PASSENGERS



Increased head
room, leg room
in all 3 rows

First row
headroom:
1,004mm

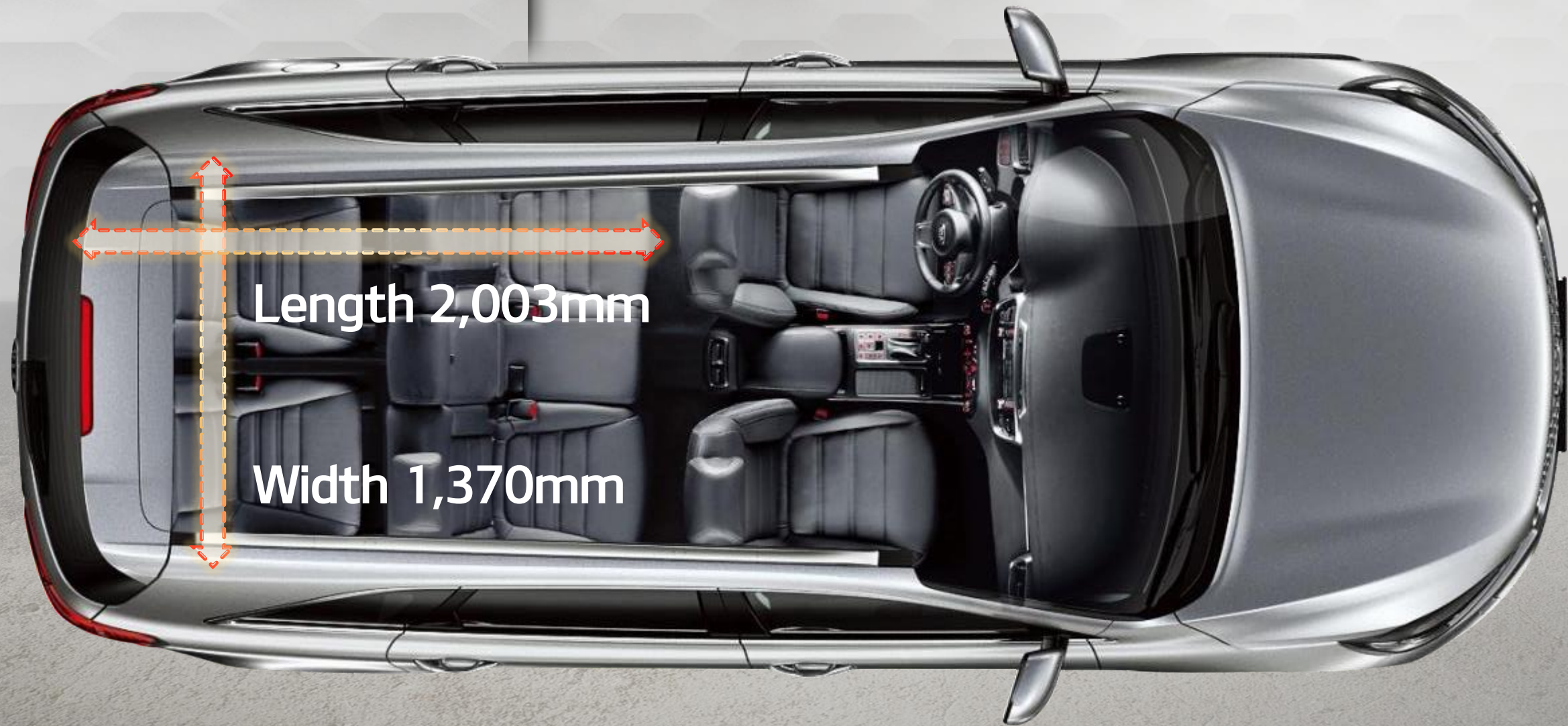
Second row
legroom:
1,000mm

Extensive cargo space

**EASY TO LOAD
BULKY ITEMS**

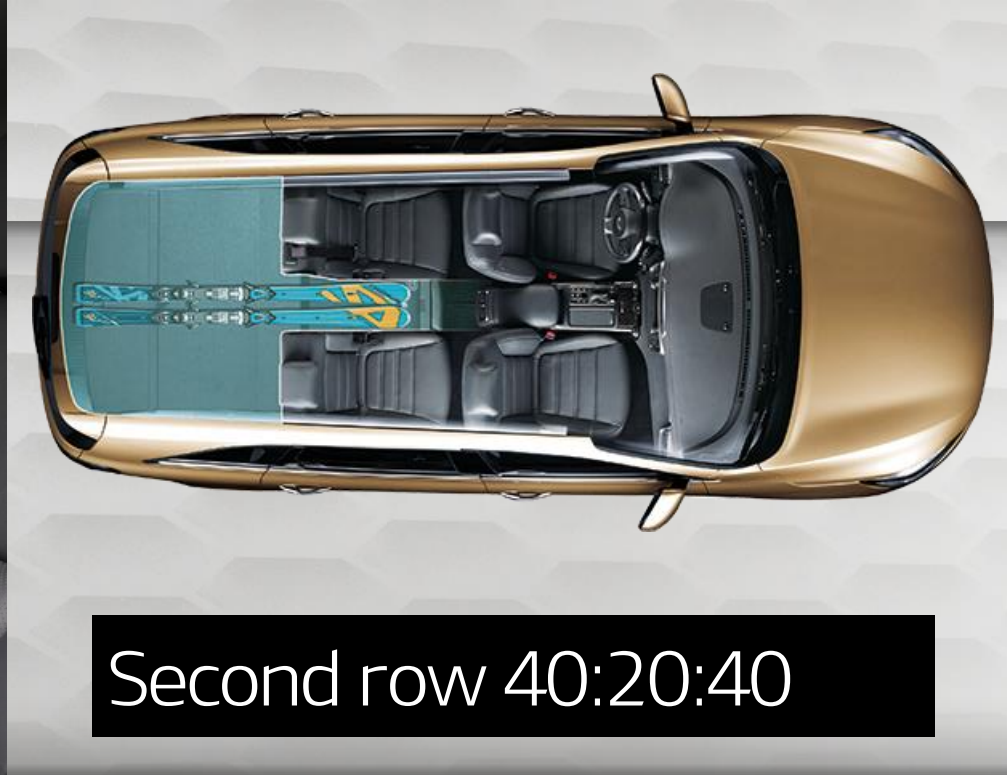
**LUGGAGE
CAPACITY**

660ℓ  **1,732ℓ**
going up to a maximum of





Second row sliding
& reclining



Second row 40:20:40



Third row
easy entry

MAXIMUM PRACTICALITY



Second row flat floor



Cargo cover storage



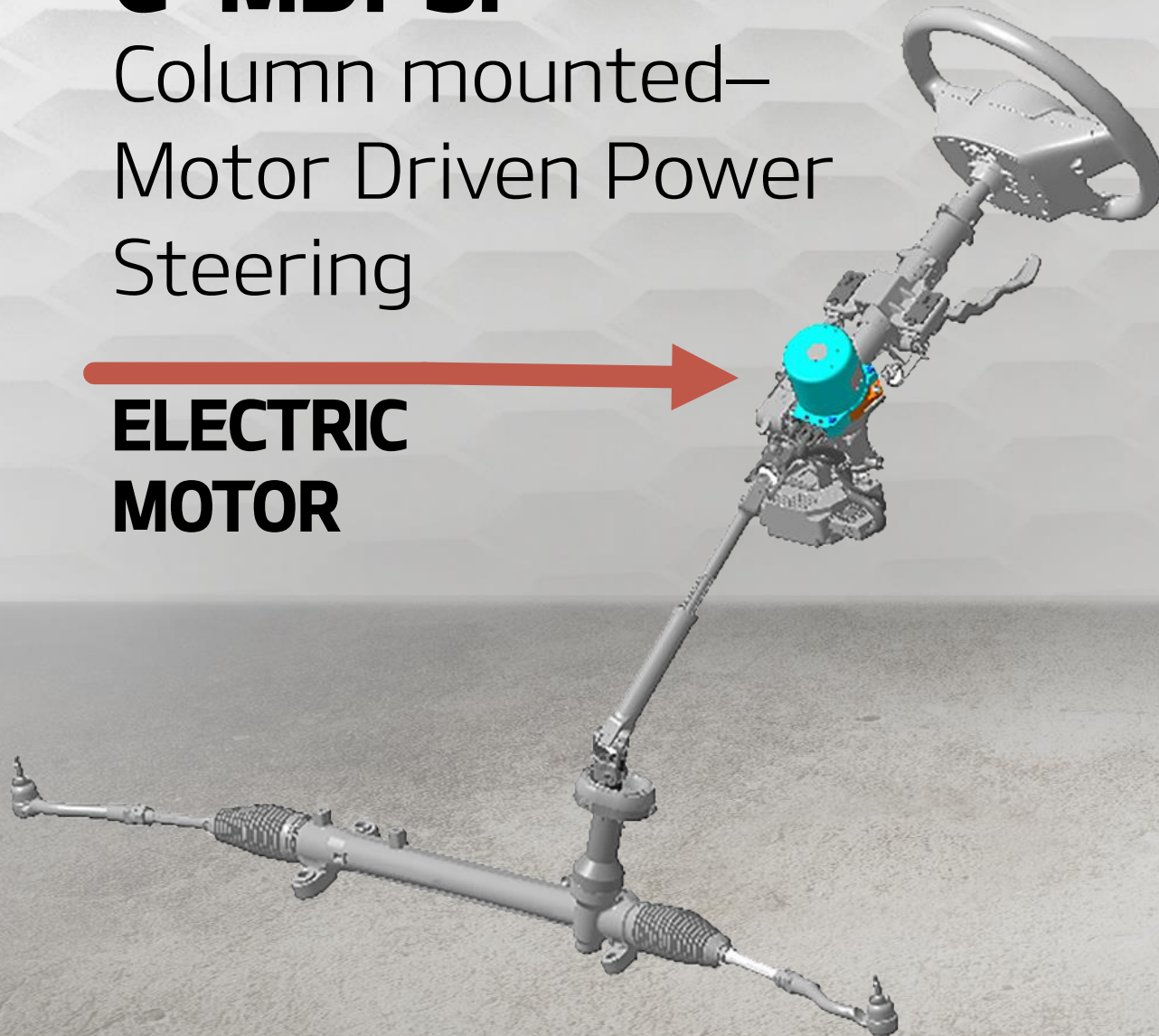
Second row
remote folding

Precise steering

C-MDPS:

Column mounted –
Motor Driven Power
Steering

**ELECTRIC
MOTOR**



R-MDPS:

Rack mounted –
Motor Driven
Power Steering

**ELECTRIC
MOTOR**



Precise steering

RACK MOUNTED MOTOR DRIVEN POWER STEERING R-MDPS

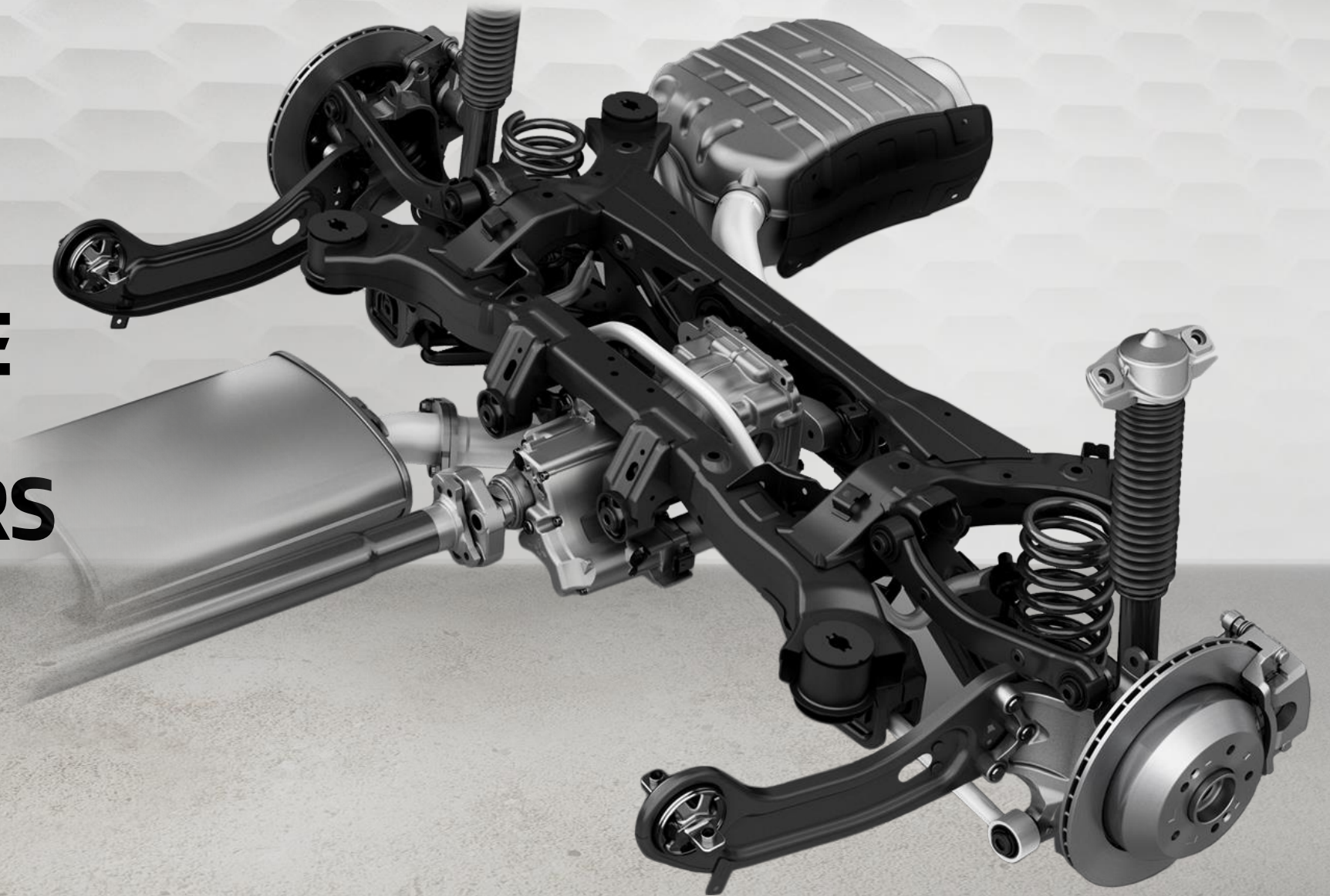
Direct and connected
steering.



Comfortable suspension

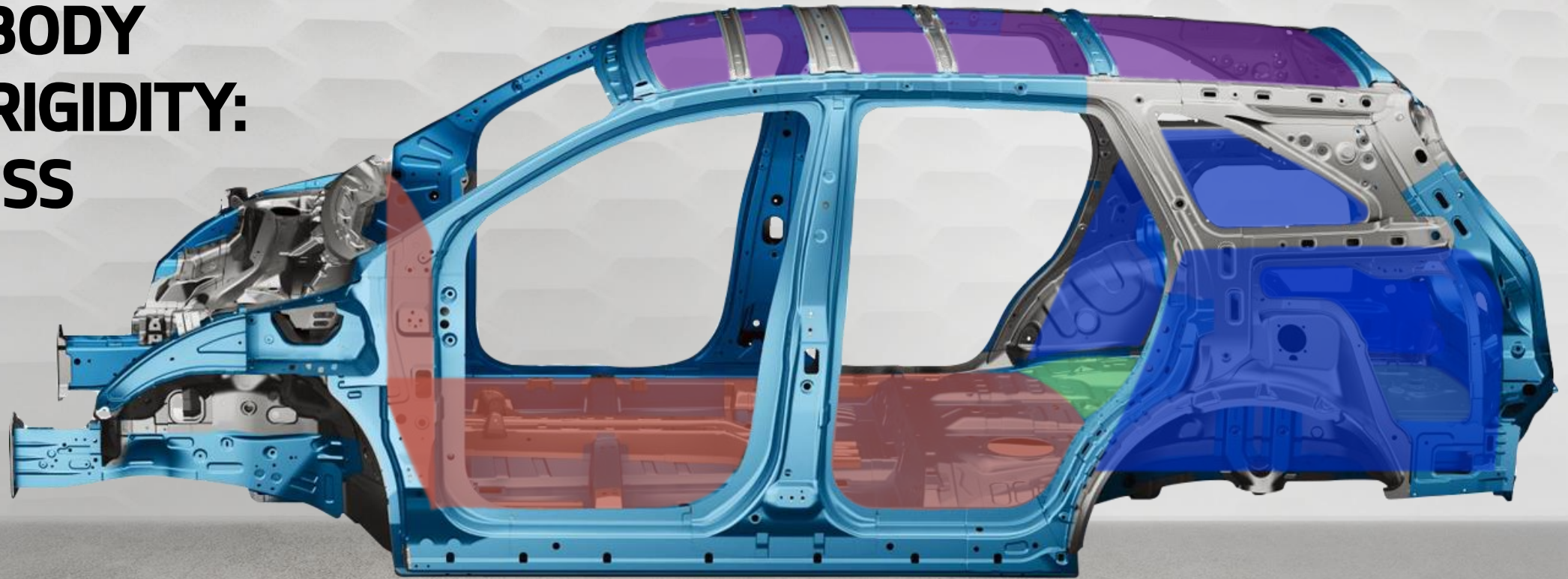
DUAL ARM REAR SUB-FRAME WITH VERTICAL SHOCK ABSORBERS

for a more
comfortable ride



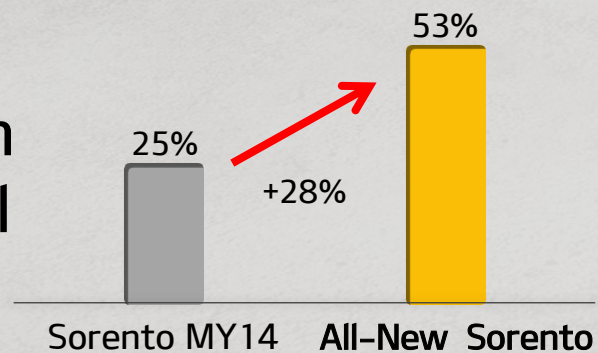
Body stiffness and NVH

**INCREASED BODY
TORSIONAL RIGIDITY:
(53%) OF AHSS**



AHSS

Advanced high
strength steel



Noise insulation coverage area
increased by 250%

Noise level decreased from
-3% to -6%

AWD system

CONTINUOUSLY ACTIVE AWD COUPLING

ADVANCED TRACTION CORNERING CONTROL

DYNAmax
True AWD. Continuously thinking forward.

ATCC

← Braking control
→ Traction control

Course
entry

Understeer
occurs

ATCC
Initiates

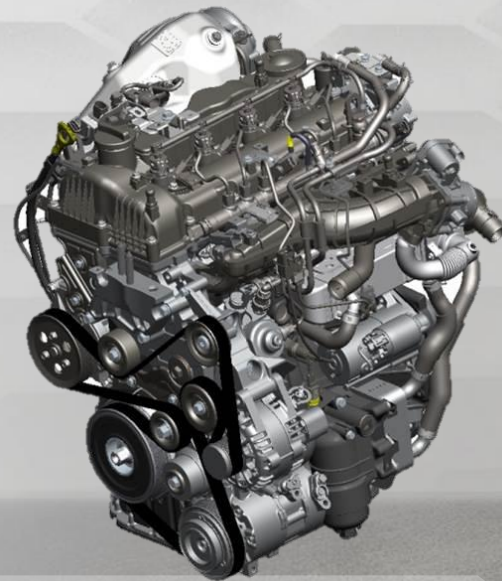
Course is
maintained



Powertrains

DIESEL

2.2 CRDi



Displacement

2,199 cc



Max. Power

200 ps
/3,800rpm



Max. Torque

441 Nm
/1,750-2,750 rpm



Emission

149g
per km



Fuel consumption

5,7l
per 100km



Displacement

2,359 cc



Max. Power

188 ps
/6,000rpm



Max. Torque

241Nm
/4,000 rpm



Fuel consumption

8,8l
per 100km



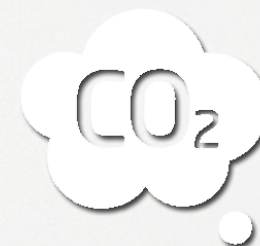
PETROL

2.4 GDi



Emission

205g
per km





Advanced Smart
Cruise Control



Blind Spot Detection
+ Rear Cross Alert

ACTIVE SAFETY





Around View
Monitor

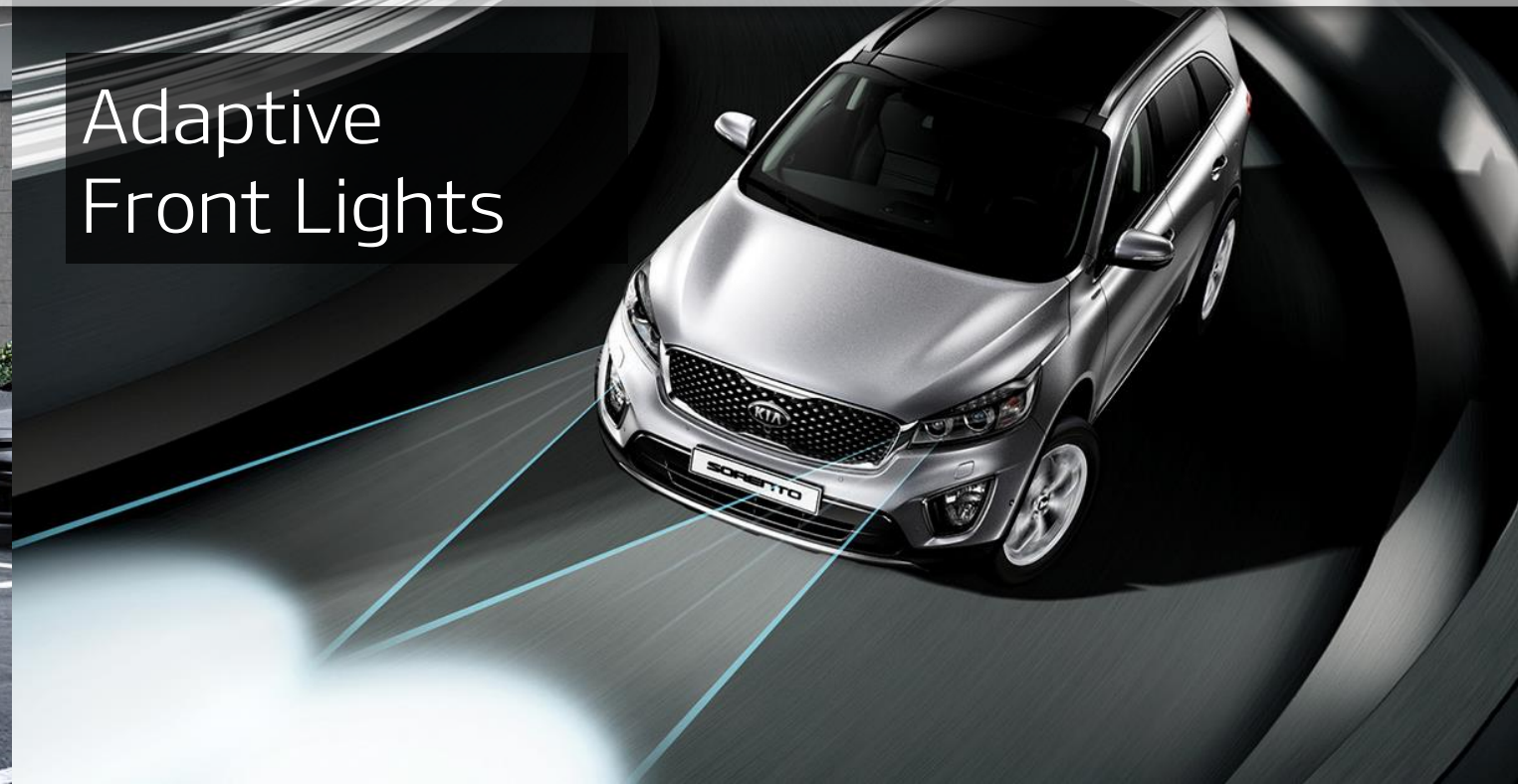


Smart Power Tailgate

SMART TECHNOLOGIES



Smart Parking Assist



Adaptive
Front Lights



Driver memory
seats



Heated & ventilated
seats



Driver seat
extension

CONVENIENCE FEATURES



Drive Mode
Select



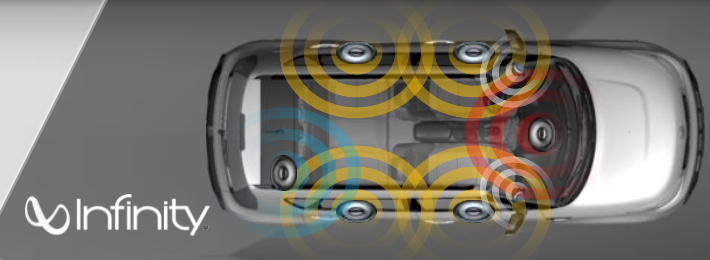
Panoramic
sunroof



Electronic
Parking Brake

Audio/Navigation systems

7" & 8" touch screen navigation systems
with rear view camera



Premium sound system
10-speaker system
+ External amp



Digital Radio (DAB)



AUX, iPod,
USB Connections

ALL NEW SORENTO

