

Welcome



# Artur Martins

Vice President Marketing  
Kia Motors Europe



Global player



In 2015 Hyundai - Kia  
sold for the first time

**> 8 MILLION  
CARS**

Hyundai - Kia  
is the

**5TH BIGGEST  
AUTOMOTIVE GROUP**

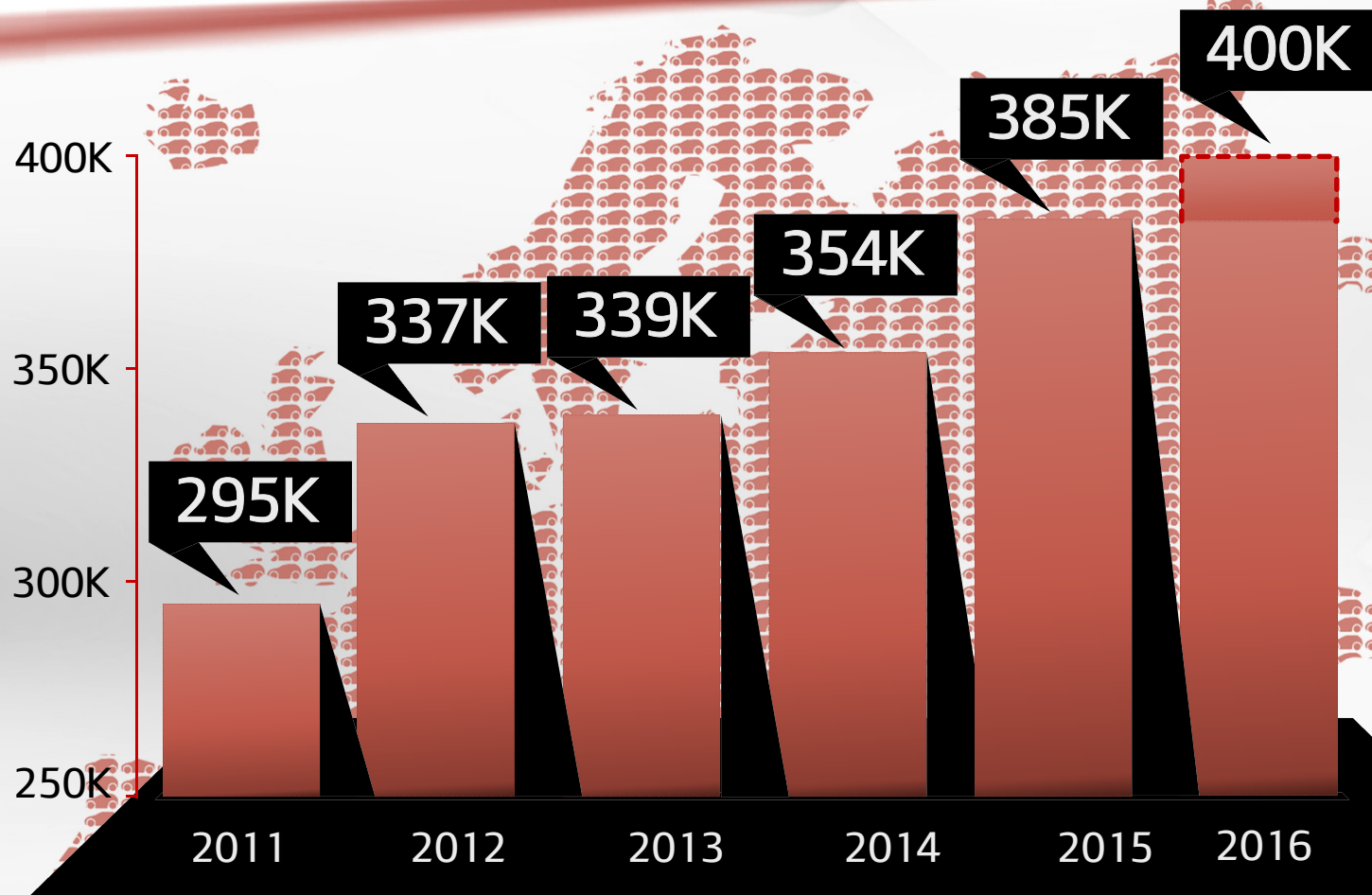
# Kia sales performance in Europe



**8.8%**  
Growth 2015

**2.7%**  
Market share 2015

**3.5%**  
Private share



**3.8%**  
Growth in 2016

Source: ACEA new passenger car registrations by manufacturer (EU28+ EFTA) - January 2016

Kia brand



**DESIGN DRIVEN**

**SPORTY**

**MODERN**

**INNOVATIVE**



# Véronique Cabral

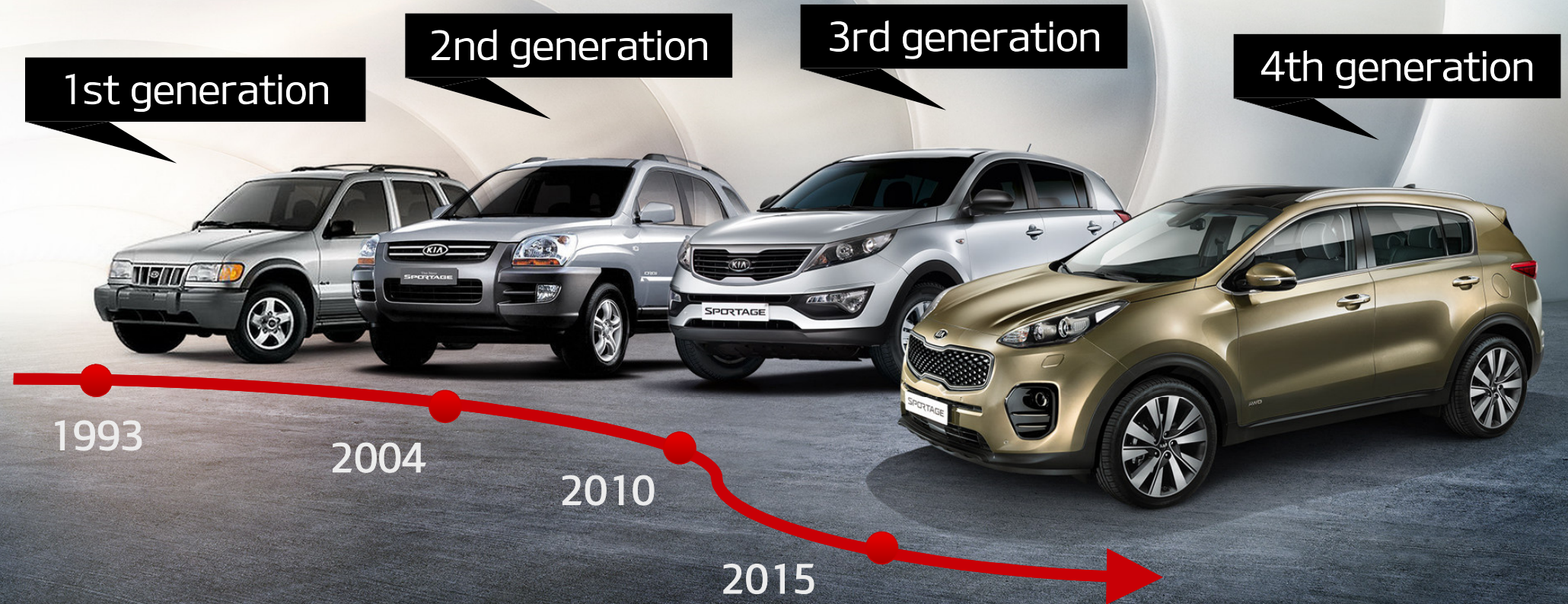
Product Manager  
Kia Motors Europe





# THE ALL-NEW SPORTAGE

# Sportage history



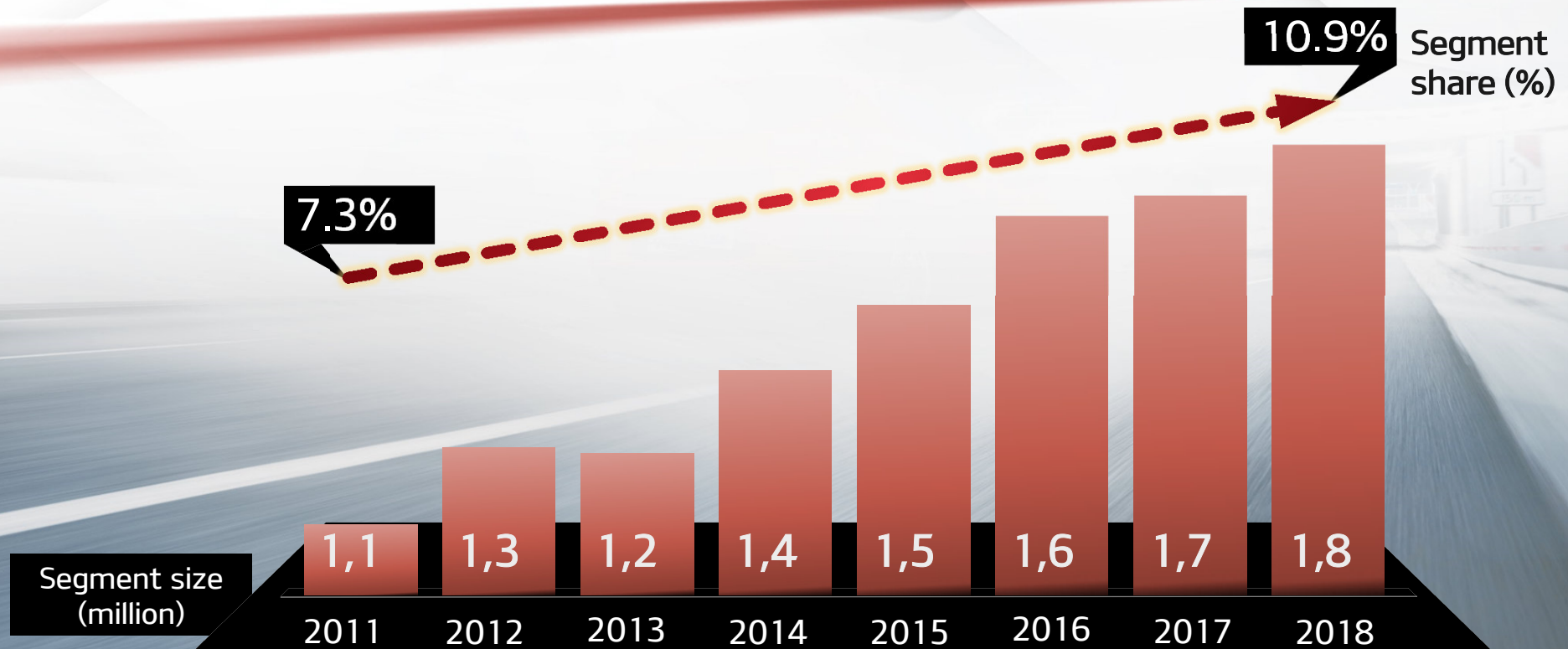
## Sportage history



> **3.5 MILLION CARS** Worldwide

> **450,000 CARS** Europe

## C-SUV Segment overview



Source : Global insight

- Third biggest segment in Europe (~11%)
- Growing segment up to 1.8 million by 2018

# Flagship role in Europe



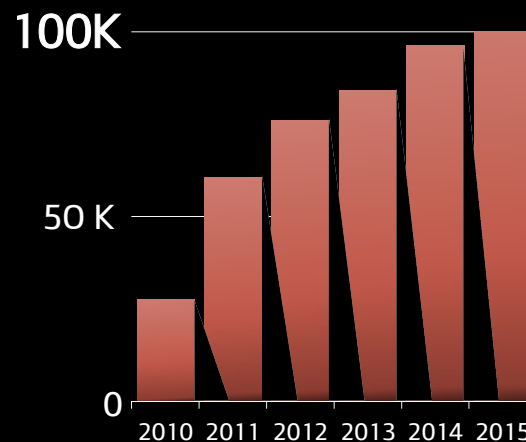
## Key local model

Designed and produced in Europe to serve European customer taste



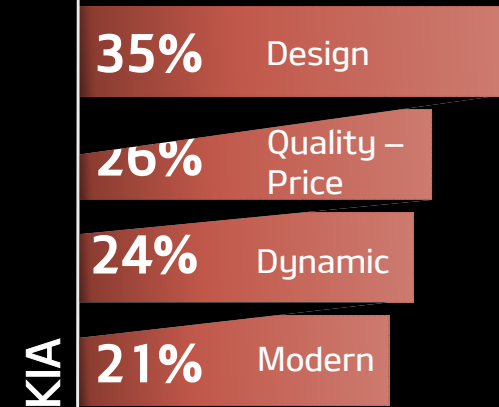
## Centre of EU line-up

Over 27% of Kia Sales in Europe.



## Brand image

Higher Familiarity level than Kia brand  
Key brand image contributor



KIA

# Development direction



**Attractive**



**Smart**



**Practical**

**Dynamic**





ATTRACTION

Design concept



Exterior design



**Bold SUV style**

**Modern & Dynamic Energy**



Kia's  
signature grille

Exterior design



**Bold SUV style**

**Modern & Dynamic Energy**



**Iconic  
headlamps**

Exterior design



**Bold SUV style**  
**Modern & Dynamic Energy**



**Sharply  
designed bonnet**

Exterior design



**Bold SUV style**

**Modern & Dynamic Energy**



**Distinctive  
fog lamps**

Exterior design



Sleek dynamic  
silhouette

## Exterior design



Chrome window  
surround molding

Exterior design



Rear LED  
combination lamps

Exterior design



Wide  
shoulders

## Interior design



Modern & clear layout

Soft-touch material

Driver oriented dashboard

## Interior design



D-Shape steering wheel

GT Line logo

Aluminum pedals

## Colors and wheels



### New urban outdoor exterior colors



Infra Red

Canyon Silver

Bronze Metal

Alchemy Green

### Alloy wheels



16"



17"



19"



19"





SMART

# Driver assistance



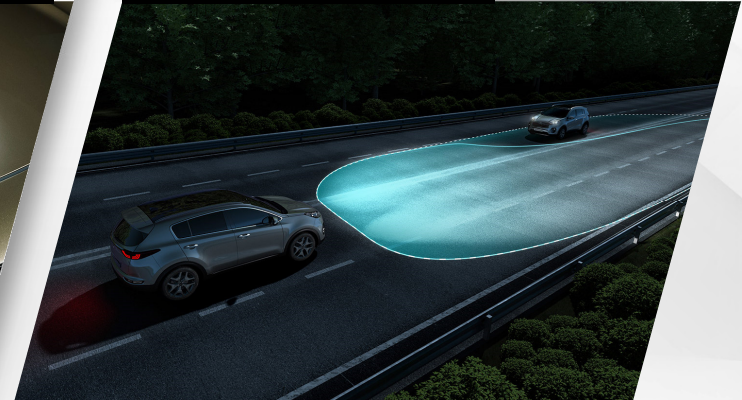
**Lane Keeping Assist System**



**HID & Dynamic Bending Light**



**High Beam Assist**



**Blind Spot Detection**



**Rear Cross Traffic Alert**



**Speed Limit Information Function**



## Active safety



### Autonomous Emergency Braking City / Interurban



### Pedestrian detection



# Convenience technology



**Smart Power Tailgate**



**Advanced Smart Park Assist**



**Wireless charger**



**Rear USB charger**



## Connectivity



7 or 8-inch touchscreen

Digital Audio Broadcasting (DAB+) compatibility

SD Card Maps – Easy to update

Turn by Turn navigation on cluster

7 Year



# Kia connected services – Standard with navigation



Live traffic

Live speed cameras

Live weather

Local search

7 year connected services



# JBL Sound System



Front tweeter

Subwoofer with enclosure

Centre speaker

Front door speaker

Rear door speaker



8 High performance JBL speakers

320 Watts Amplifier

Clari-Fi music restoration technology



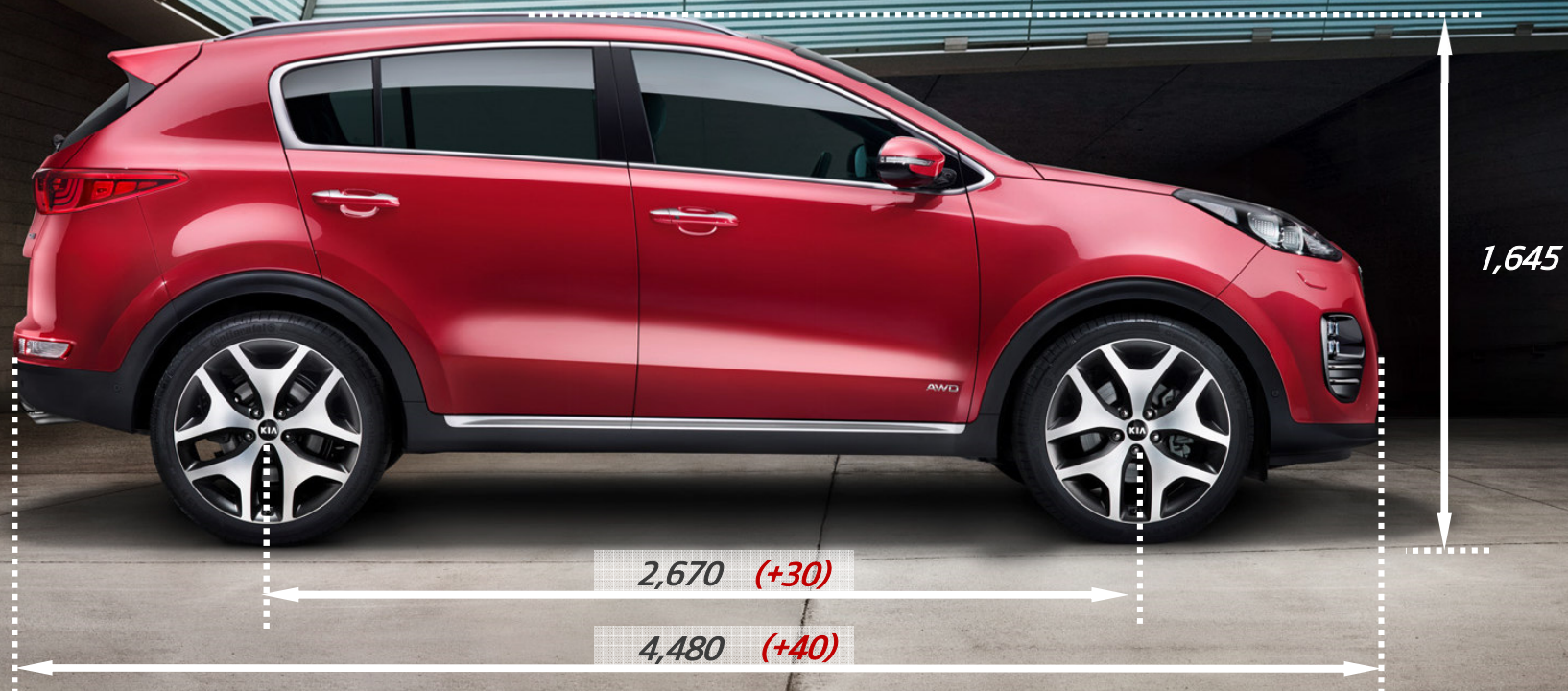
The image shows the rear passenger area of a car. The seats are upholstered in black leather with visible stitching. The floor is covered in a dark, textured carpet. A large, bold, white text overlay with a slight shadow effect reads "PRACTICAL" across the center of the image. The car's interior trim and door panels are also visible, matching the black color scheme.

**PRACTICAL**

## Exterior dimensions



### Increased Wheelbase



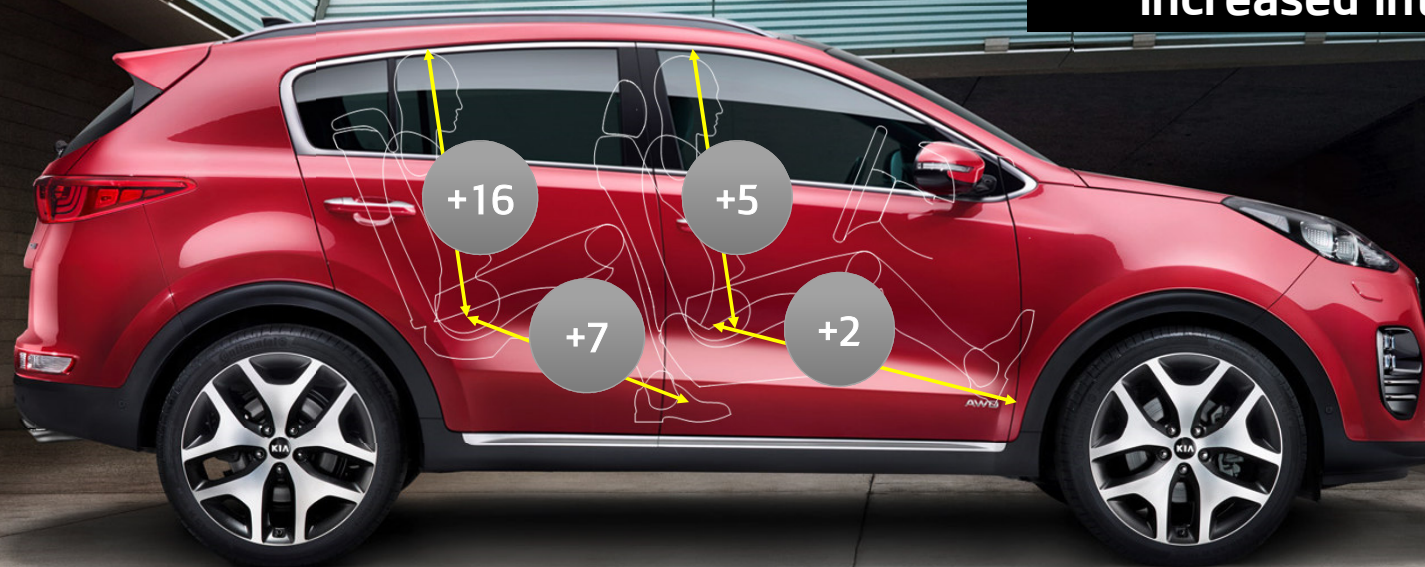
Unit: (mm)

## Interior roominess



Increased interior space + 15ℓ

Increased interior roominess



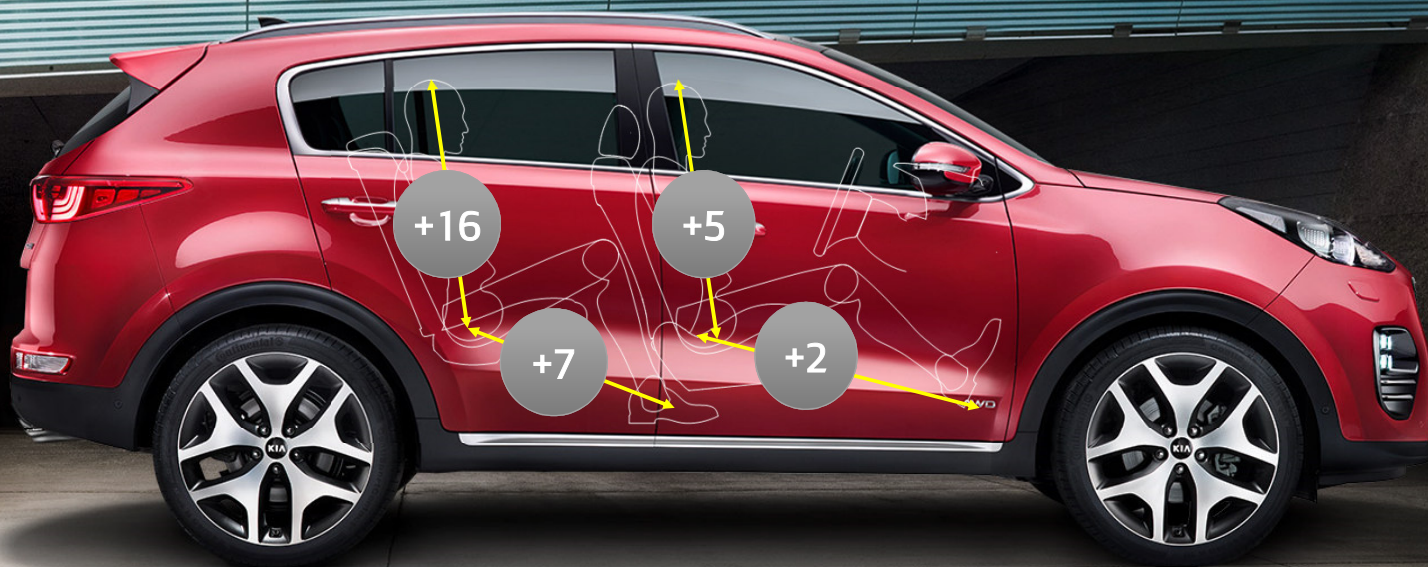
Unit: (mm)

## Interior dimensions



Increased interior roominess

Headroom	Front	997
	Rear	993
Legroom	Front	1,053 / 1,129
	Rear	970



Unit: (mm)

## Seating comfort



### Soft headrest



### Improved comfort – Front



## Seating comfort



## Improved rear comfort



## Seating convenience



### Front power seats



10-way driver, incl.  
lumbar support

8-way passenger

### Reclining rear seats



39° reclining angle

### Heated seats



### Ventilated front seats



## Luggage space



491ℓ minimum capacity

1,492ℓ maximum capacity

Under floor cargo  
screen storage

2-level trunk floor

Additional capacity

Additional 86mm height



DYNAMIC

# David Labrosse

Head of Product Planning  
Hyundai Motor Europe Technical Centre



# Dr. Michael Winkler

Head of Powertrain  
Hyundai Motor Europe Technical Centre



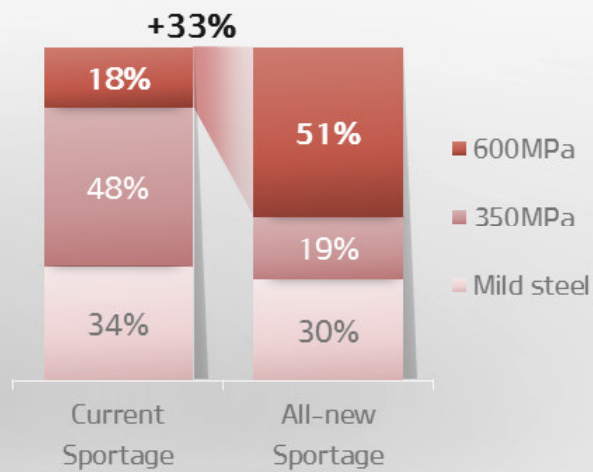
## Optimized body



### Increased material strength

#### AHSS

Advanced high strength steel



#### Hot stamping

A-pillar blockage reduced by 26mm



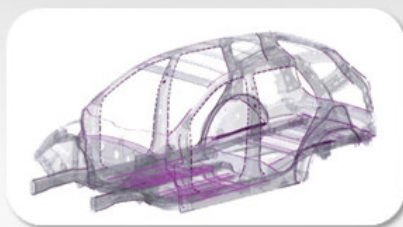
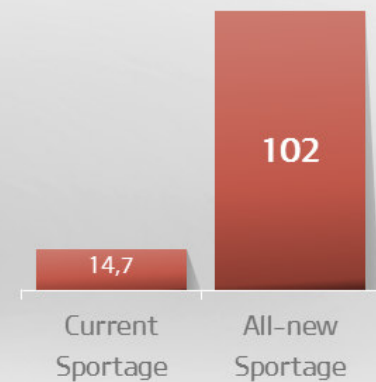
## Optimized body



Increased material strength

Improved body structure

Structural  
Adhesive  
(m)



Precise steering



**RACK MOUNTED MOTOR DRIVEN  
POWER STEERING**



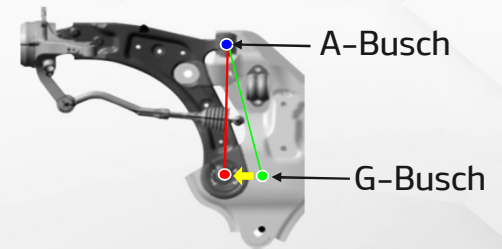
Direct and connected steering

# Advanced suspension



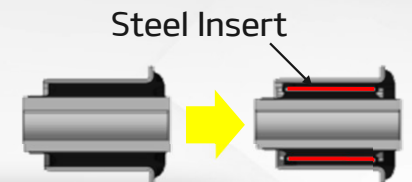
## G-Bushing position

Moved outside for  
parallel low arm  
cinematics



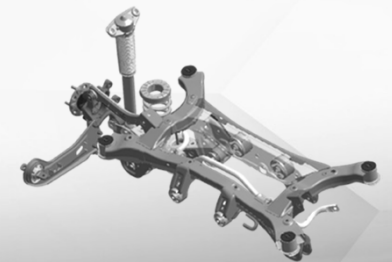
## A-Bushing characteristics

Increase stiffness  
through steel insert



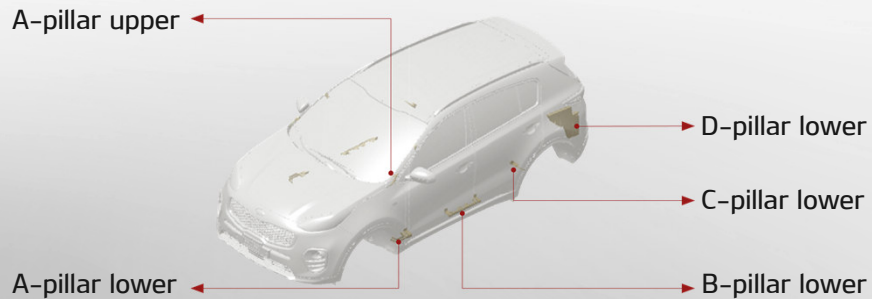
## Rear axle

- Increased frame rigidity
- Available on AWD and FWD (new)

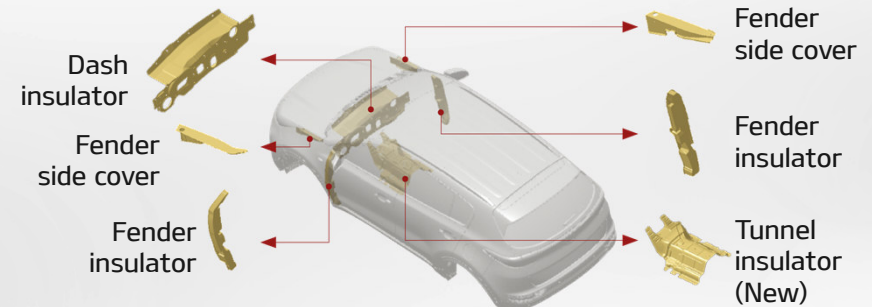


## Reduction of engine noise

### Application of foam filling pads



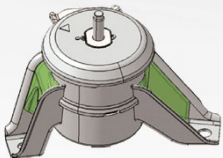
### Increased noise insulation



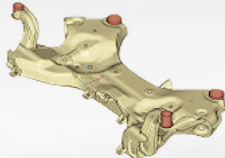
## Reduction of road vibration and wind noise

### Increased noise insulation

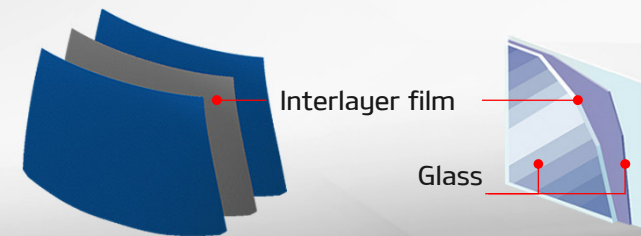
Increased size of engine mount ( $\Phi 87 \rightarrow \Phi 95$ )



Bushings applied to front sub frame & rear cross-member



### Application of foil to front screen

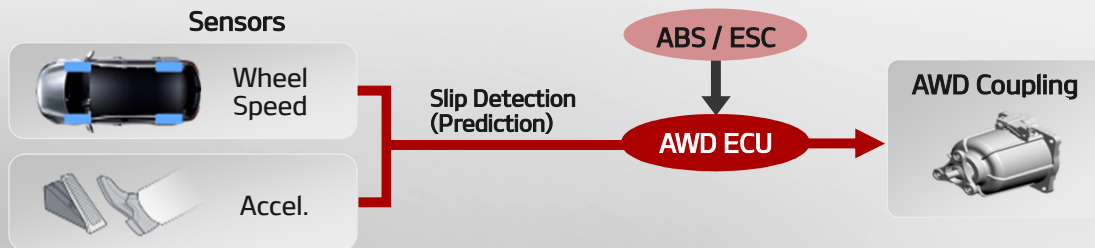


# All-Wheel Drive system



Active Torque Distribution

Electric-hydraulic AWD system



## Intelligence:

- AWD on demand
- Pro-active AWD system  
→ No reaction time

## Efficiency:

- Maximum traction availability
- Optimized weight distribution  
(differential at the back)

## Comfort and Safety:

- Predictable behavior of the vehicle in all situations
- No overheating of the AWD possible

# Aerodynamics



Coefficient of Drag (CD) 0.35 → 0.33

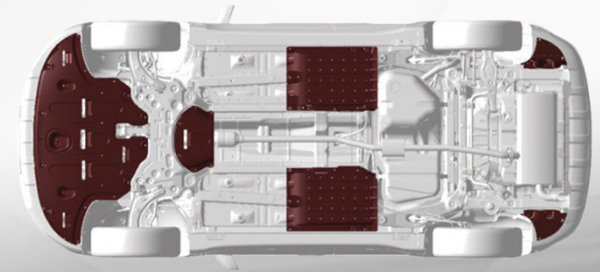
## Aerodynamic front bumper

Streamlined wheel air flow



## Under body cover

Smother air flow



# Performance improvements

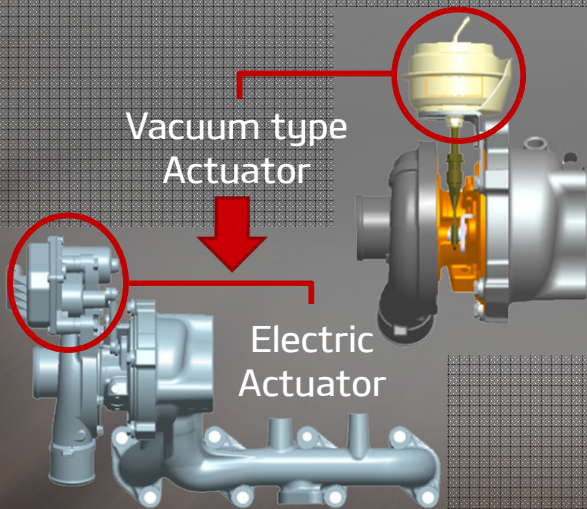


## State of the art technologies

### Charging Technologies

Bigger Turbo with lower inertia  
Higher low-end and greater torque

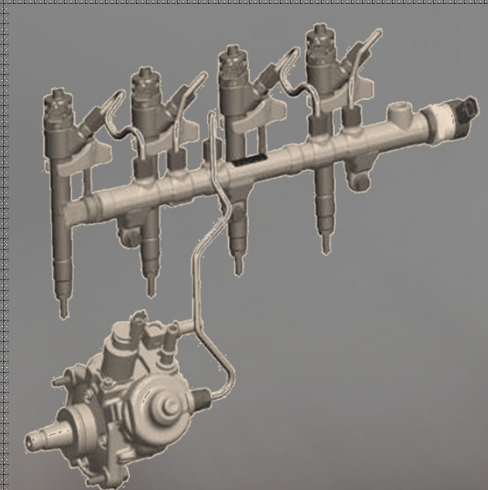
New electric actuator (1,7l):  
higher accuracy & efficiency



### Injection

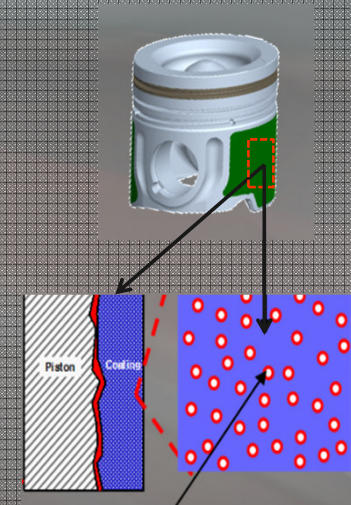
Increased injection pressure  
Better combustion, less noise

1,800 → 2,000 bar



### Friction

Nano-diamond coating  
Less friction, higher efficiency

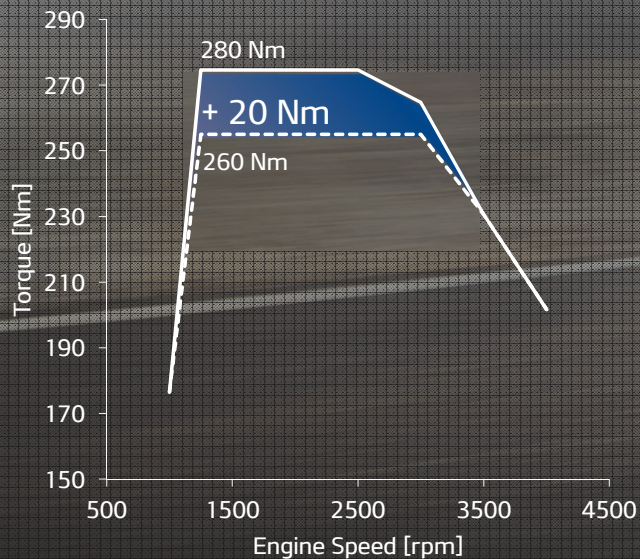


Particles: Nano-diamond

## Powertrain – Diesel



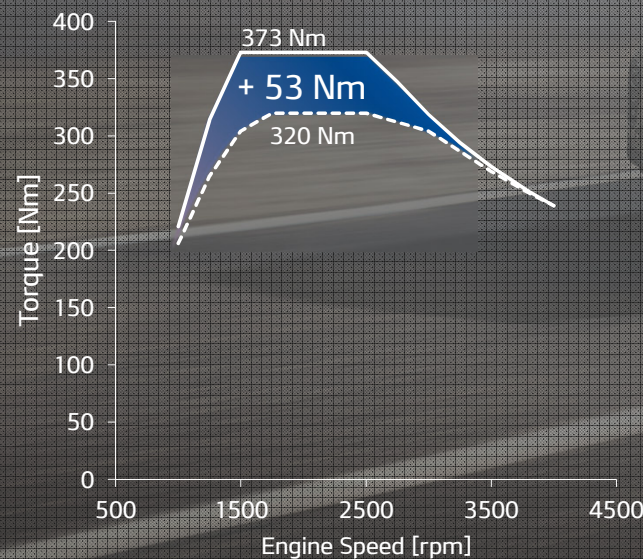
### U2 1.7 115ps



119g  
per km (min)

-12%

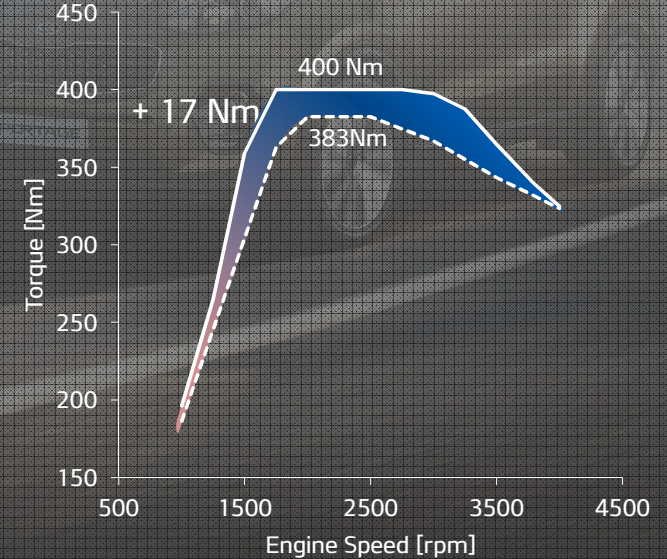
### R 2.0 136ps



127g  
per km (min)

-10%

### R 2.0 185ps

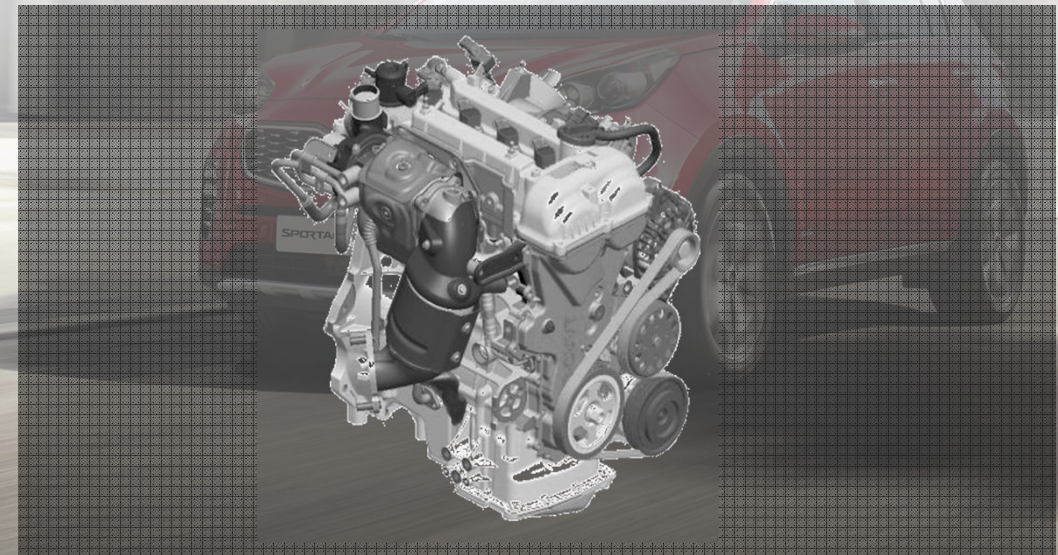
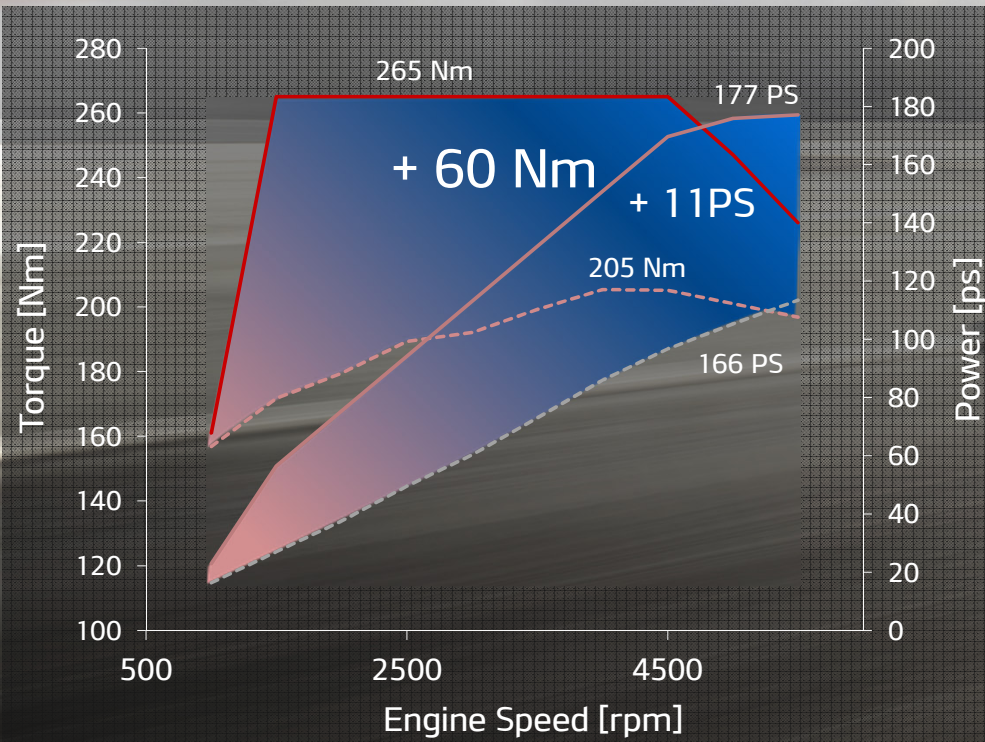


154g  
per km (min)

+/-

Higher torque available from lower engine speeds  
Improved efficiency

# Powertrain – New 1.6 T-GDI



	Power	CO <sub>2</sub>	0-100 km/h	
2.0 GDI AT 4WD	166ps	193g	11.0 sec	
1.6 T-GDI 7DCT 4WD	177ps	175g	9.1 sec	-1.9 sec

Higher dynamics with lower CO<sub>2</sub>-emissions

## Powertrain



### 7-Speed Double Clutch Transmission

in-house developed

Dry clutch technology

Available on 1.6 T-GDi as AWD



Efficient, compact & fast

# Powertrain



## Gasoline



	1.6 GDI 132ps	1.6 T-GDI 177ps
Displacement (cc)	1,591	1,591
Max power (ps/rpm)	132 / 6,300	177 / 5,500
Max Torque (Nm/rpm)	160.8 / 4,850	265 / 1,500~4,500
Transmission	FWD 6MT	FWD/AWD 6MT AWD 7DCT
CO2 combined (g/km)	147 ~ 156	169 ~ 177

## Diesel



	1.7 CRDi 115ps	2.0 CRDi 136ps	2.0 CRDi 185ps
Displacement (cc)	1,685	1,995	1,995
Max power (ps/rpm)	115 / 4,000	136 / 2,750~4,000	185 / 4,000
Max Torque (Nm/rpm)	280 / 1,250~2,750	373 / 1,500~2,500	400 / 1,750~2,750
Transmission	FWD 6MT FWD 7DCT*	FWD/AWD 6MT AWD 6AT	AWD 6MT AWD 6AT
CO2 combined (g/km)	119 ~ 124	127 ~ 154	154 ~ 166

\*Available in Q4 2016





THANK YOU!