

THE KIA FLEET GUIDE

DESIGN, QUALITY AND PERFORMANCE



The Power to Surprise

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Welcome

Welcome to Kia, one of the world's fastest-growing automotive brands. In 2017, Kia enjoyed a ninth consecutive year of annual sales growth in the European new car market, a trend which looks set to continue into 2018 with a number of new model introductions on the horizon.

We believe this positive trend to be a reflection of a highly competitive product range, designed and engineered to meet the ever-changing needs of new car buyers throughout Europe. The Kia product range represents distinctive, modern design and the highest levels of build quality, which is why all Kia cars sold in Europe are supported by our industry leading 7-year manufacturer warranty.

We can assure you of a fleet that is both friendly to the environment and also to your budget, as well as being well-equipped with the latest technologies and safety features. At Kia, we believe we have "The Power to Surprise". Now we invite you to take a closer look at what Kia Fleet has to offer and allow us the opportunity to surprise you.

Michael Cole
Chief Operating Officer
Kia Motors Europe



A global vision with local substance

Kia produces in excess of three million vehicles per year from its global network of state-of-the-art manufacturing facilities. The extremely high standards of research, development and production result in the exceptional quality of Kia products wherever they are produced. It's this demand for excellence that has made the 7-year warranty possible.



Designed in Europe.

With headquarters located in Germany, Kia Motors Europe is responsible for sales, marketing and service in 30 markets across Europe. The company's Frankfurt base accommodates one of Kia's three global design centres, where an international team of designers create ground-breaking concept cars as well as production models for Europe and the global market. Kia's European design centre has been at the forefront of the brand's design-led transformation.



Engineered in Europe.

In 2006, Kia opened its European Research and Development Centre in Rüsselsheim, near Frankfurt. One important function of its engineers is to ensure that every European Kia offers the outstanding ride and handling qualities demanded by European drivers.

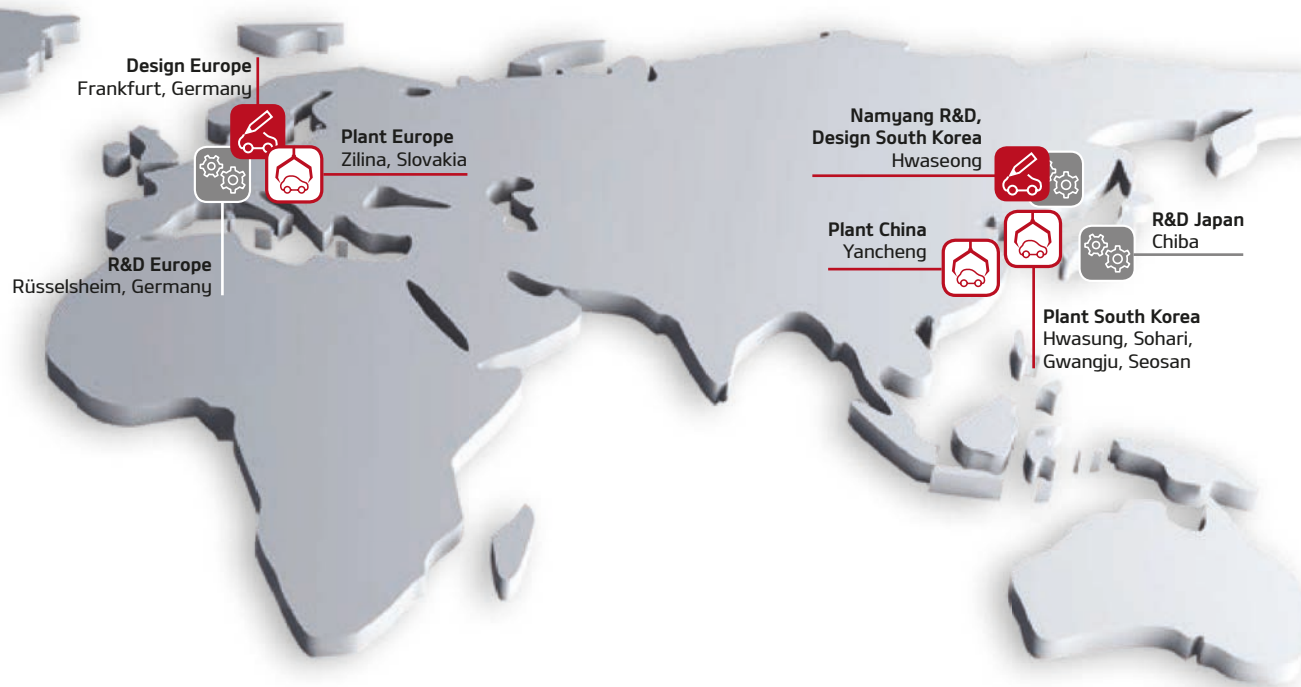


Manufactured in Europe.

Žilina, Slovakia, is the home of Kia's European manufacturing facility. It produces up to 300,000 vehicles each year, and its impressively high quality standards achieved ISO14001 certification in 2011. The plant produces the majority of Kia vehicles sold in Europe.



European design, European engineering, built in Europe:
The Kia cee'd



Kia European Headquarters and Design Centre Europe in Frankfurt/Main, Germany

Kia production plant in Žilina, Slovakia



Kia R&D Centre Europe in Rüsselsheim, Germany

Kia Fleet

Outstanding service – outstanding quality



Kia Business Certified Dealers. Your dedicated fleet specialists.

Flexible, customised fleet packages are available for all Kia fleet customers. It doesn't matter whether you're a small business owner with a small fleet of cars, or a multinational corporation running an extensive global fleet. Your demands are the same and you deserve a service programme that's tailored to your specific business. You also deserve priority service scheduling, competitive labour rates and the easy availability of a courtesy car. To this end we have created a Europe-wide network of Kia Business Certified Dealers.

Our 7-year warranty. Guaranteed to surprise.

It's because Kia cars are manufactured to such demanding quality standards that our cars are covered by a "bumper to bumper" 7-year/150,000 km warranty – the longest new car warranty in Europe. That means that you benefit from the same peace of mind from day 1 to day 2,555.

Within that time, the warranty can be transferred to subsequent owners as long as the 150,000 km limit has not been exceeded. That's good for resale and residual values. And it means that a 3-year old Kia will still have an on-going valid warranty exceeding that of many competitor's new cars.



J.D. POWER 2017 VEHICLE DEPENDABILITY STUDIES

And the winner is ...

Kia has been ranked highest in the highly-respected **J.D. Power 2017 Vehicle Dependability Studies** in both Germany and the UK. The studies were based on the responses of 14,000 owners in Germany, 12,000 in the UK.

An attractive business proposition

Choosing an automobile manufacturer for your fleet is a weighty decision. How do you define the parameters? Kia Motors Europe is making this decision easier. It starts with a highly competitive line-up of cars that have been designed, engineered and manufactured to answer the needs of today's drivers.

Passive safety is already engineered into every Kia, with the extensive use of Advanced High Strength Steel, and critical body components which are hot stamped for extra strength. The extra rigidity of the body structure is not only an important safety factor, it also helps deliver superior handling characteristics.

The design-led transformation of the brand has resulted in cars with individual characters that share a distinct Kia design language. But the attraction is more than skin-deep. They also share an impressive range of **Drive Wise technologies** that work together to keep drivers, passengers and pedestrians out of harm's way.

**DRIVE
WISE**



Front Collision Alert (FCA)

The Forward Collision-Avoidance Assist system detects both preceding vehicles and pedestrians crossing the road and warns the driver if any potential collision is detected.



Autonomous Emergency Braking (AEB)

If there's no driver reaction prior to a potential collision detected by the FCA, the car brakes automatically to avoid or mitigate an accident.



Advanced Smart Cruise Control (ASCC)

ASCC maintains the distance to the preceding vehicle by automatically modulating the car's speed. If the vehicle in front slows down, the system will reduce the speed, or even stop the car.



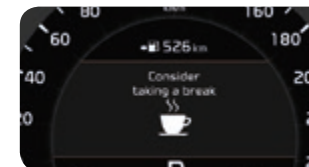
Lane Keeping Assist (LKA)

No need to worry about drifting out of your lane. The Lane Keep Assist System alerts you and even steers you back into place to keep you exactly where you need to be.



Rear Cross Traffic Alert (RCTA)

You'll have no nasty surprises when backing out of a parking space or driveway. The Rear Cross Traffic Alert system warns of any cross traffic when reversing out of a parking space.



Driver Attention Alert (DAA)

If you're losing concentration or showing signs of drowsiness, the DCA will remind you to take a break with an audible warning and an illuminated coffee cup signal in the cluster.

HOT STAMPED COMPONENTS

The hot-stamping of components in core stress areas significantly boosts body structure and provides improved crash protection, better driving dynamics and a quieter ride.

ADVANCED HIGH STRENGTH STEEL (AHSS)

Cars from Kia are fitted extensively with Advanced High Strength Steel (AHSS) for exceptional rigidity.



Kia Picanto

Stylish and fun

With looks like these, there can be no mistaking the character of the Picanto. It's both bold and chic. Eye-catching and energetic. At home on the streets of any city. It's the small car that's big on space, with masses of head, shoulder and legroom for everyone on board. Its compact dimensions, dynamic performance and agile handling make it fun to drive. Advanced technologies deliver both reassuring safety and smart ways to stay connected.



ENGINES & EMISSIONS

Petrol	1.0, 1.2, 1.0 Turbo GDI
Diesel	–
Lowest CO ₂ emissions	89 g/km
Lowest fuel consumption	3.9 l/100 km
Most powerful engine	1.0 Turbo GDI (100 PS)



Interior

The interior of the Picanto is geared to keep you smiling. With spacious dimensions, intuitive modern design and premium materials, you won't be able to stop yourself. So go on. Get in, get comfy – and delight in every ride.



Navigation system with 7" floating touch screen

The stylish infotainment system keeps you effortlessly on track with navigation, real-time updates and more.



Wireless phone charger

Enjoy convenient, cable-free charging for compatible smartphones, with the optional wireless phone charger – the charging pad is at the front of the centre console for easy access.



Kia Rio

Beautifully complete

It's amazing how much space, comfort and advanced technology can be packed into such a perfectly proportioned exterior. And the closer you look, the more you'll be impressed. The surprisingly roomy interior, complete with folding rear seats, provides a high degree of versatility. While built-in comfort is enhanced by automatic air-conditioning, heated front seats and the kind of smart connectivity features that are usually associated with much larger cars.



7" colour screen navigation system
The multi-language navigation system includes a high-definition 7" TFT-LCD screen and a back-up camera display.



Lane Departure Warning System (LDWS)
LDWS uses a camera mounted at the top of the windscreen to monitor lane markings, and alerts you if the vehicle deviates from the lane when the indicator has not been activated.



Full Automatic Air Conditioner (FATC)
FATC offers set-and-forget functionality, automatically turning the system on and off to maintain the desired temperature in the cabin.

ENGINES & EMISSIONS

Petrol	1.2, 1.4, 1.0 Turbo GDI
Diesel	1.4
Lowest CO ₂ emissions	92 g/km
Lowest fuel consumption	3.5 l/100 km
Most powerful engine	1.0 Turbo GDI (120 PS)

Kia cee'd

Stylish hatchback and spacious Sportswagon

Both versions of the cee'd provide sleekly styled personal transport. The hatchback combines a sporty, coupé-like profile with 5-door roominess in a stylishly detailed cabin. The spacious Sportswagon adds a luggage capacity of 528 litres, extending to 1,642 litres when the rear seats are folded flat. It also has convenient securing points and storage compartments, including an underfloor storage box, and a wide-opening tailgate. The cee'd 5-door and Sportswagon – two very convincing business cases.



ENGINES & EMISSIONS

Petrol	1.0 Turbo GDI (100/120 PS); 1.4 and 1.6 (up to 135 PS)
Diesel	1.4, 1.6 (110/136 PS)
Lowest CO ₂ emissions	102 g/km
Lowest fuel consumption	3.9 l/100 km
Most powerful engine	1.6 CRDI (136 PS)



Satellite navigation system

The 7" touch screen full-map navigation system with 7 year map update for the latest data



Ample luggage space

With the rear seats folded flat, the Sportswagon offers 1,642 litres of luggage space. For a safe transport of items, a clever luggage rail system is available.



The optional panoramic sunroof

It brightens up the cabin and makes it feel even more spacious. The smoothly operating two-piece roof can be fully opened and closed with a touch of a button, stopped in any position you choose or tilted



Kia Niro

The inspiring hybrid crossover

The Niro really stands out from the crowd with its unmistakably athletic crossover stance. It also stands out because it's available with either a parallel hybrid system (HEV) or with plug-in technology (PHEV). Both versions deliver an enjoyable driving experience with exceptional fuel efficiency, and the plug-in Niro enables up to 58 km emissions-free electric driving. Besides the styling and versatility of a crossover, both versions are available with an extensive range of advanced safety and connectivity technologies.



Interior

The spacious cabin of the Niro offers a soothing balance of technology and comfort. Relax in leather seats with an integrated memory system that keeps you poised for adventure. Explore an array of controls and displays designed to help you stay focused and informed.



4.2" TFT LCD supervision cluster

A tasteful, intelligently designed, customizable supervision cluster provides essential vehicle and trip information and displays the status of the hybrid charging system, fuel and battery levels and use. Its high-resolution screen makes it easy to read a myriad of information at a glance.



Drive Mode Select (DMS)

With the selector in Drive, pull the handle to the left to engage Sport mode and enjoy enhanced shift point and steering settings as well as manual-style shifting. Push the handle to the right for more efficient Eco mode operation.

ENGINES & EMISSIONS	
Petrol	1.6 (HEV/PHEV)
Battery	240 V/1.56 kWh (HEV) 360 V/8.9 kWh (PHEV)
Lowest CO ₂ emissions	88 g/km (HEV) 29 g/km (PHEV)
Lowest fuel consumption	3.8 l/100 km (HEV) 1.3 l/100 km (PHEV)
Most powerful engine	1.6 GDI (139/141 PS)

Kia Optima

Refined and distinctive

The Optima Sedan and Sportswagon share an unmistakably bold design that expresses their qualities and capabilities. Their confident stance and long wheel-base contribute to the high levels of stability, ride and handling performance. Impressive roominess and comfort make these cars perfect for both business trips and family outings. Generous luggage compartments, one-touch flat-folding rear seats and hands-free Smart Power Tailgates complete the attractive picture.

An eco-friendly Plug-in Hybrid model is also available. See page 17.



ENGINES & EMISSIONS

Petrol	2.0, 2.0 Turbo GDI
Diesel	1.7
Lowest CO ₂ emissions	110 g/km
Lowest fuel consumption	4.2 l/100 km
Most powerful engine	2.0 Turbo GDI (245 PS)



High quality interior

Discover a whole new world of comfort in the new Optima interior. High-quality soft-touch materials take refinement to the next level, while glossy black highlights add an extra dose of style.



Heated and ventilated seats

Keeps you fresh in the summer, nice and cosy in the winter. Integrated Memory System helps make you even more comfy by remembering your preferred settings for both the driver seat adjustments and the exterior mirrors.



Spacious trunk with 40:20:40 flat folding seats

With rear seats that split and fold flat for maximum capacity, you'll have no problem finding extra space. An optional luggage rail system provides even greater safety when transporting larger loads.



Kia Stinger

**Style. Power.
Comfort.**

These are the qualities that have always defined a true Gran Turismo, a car that creates excitement through powerful style, rear-wheel drive and exceptional performance. There's nothing half-hearted about the Stinger. With its long wheelbase and ground-hugging stance, powerful engine and precision-tuned ride and handling it ticks all the Gran Turismo boxes. It's also available with rear-biased All-Wheel Drive and Dynamic Torque Vectoring Control for outstanding road-holding.



Interior
The striking interior features circular aircraft-style vents, metal-ringed gauges and satin chrome trim. The supervision cluster in the instrument panel and the optional Head-Up Display offer access to essential information.



Head-Up Display
To help keep your eyes on the road, the height-adjustable 8" colour Head-Up Display (HUD) shows key driving information reflected on the windscreen. It includes speed, turn-by-turn navigation, smart cruise control settings and Blind Spot Detection information.



Drive Mode Select (DMS)
DMS changes the driving characteristics of engine, transmission, suspension, steering and AWD. It can even alter the engine sound. Choose between five drive modes – Comfort, Sport, Sport+, Eco and Smart.

ENGINES & EMISSIONS

Petrol	2.0 Turbo GDI, 3.3 V6
Diesel	2.2 CRDI
Lowest CO ₂ emissions	146 g/km
Lowest fuel consumption	5.6 l/100 km
Most powerful engine	3.3 V6 (370 PS)

Kia Stonic

Liberating and exciting

Imposing muscular styling with pronounced wheel arches and rugged sculpted bumpers with skid plates define the assertive crossover character of the new Stonic. The striking looks are complemented by exceptional handling qualities and outstanding performance and Kia's expanding range of advanced connectivity and safety technologies. There are 20 two-tone colour combinations and 9 single body colours available. The interior styling reflects the boldness of the exterior.



ENGINES & EMISSIONS

Petrol	1.2, 1.4, 1.0 Turbo GDI
Diesel	1.6
Lowest CO ₂ emissions	109 g/km
Lowest fuel consumption	4.2 l/100 km
Most powerful engine	1.0 Turbo GDI (120 PS)



Interior

Sculpted contours immediately please the eye and the senses, making driving fresh and fun. The D-Cut steering wheel is shaped to stay clear of your legs, whilst the other controls are designed and positioned to place you and your demands in perfect unison.



Flexibility of load space

Rear seats fold nearly flat, so you can fit long or bulky items in the extended cargo space. The rear seat backs split 60:40 and fold flat separately, offering you useful choices for managing cargo and passenger space.



Bridge-type roof rack

With a generous capacity of 70 kg, you can store luggage, sporting goods or bulky items securely on the roof to preserve interior space and protect the upholstery from dirt and moisture.



Kia Sportage

Built for adventures

With its enhanced levels of innovation, style and comfort, the Sportage continues to go from strength to strength. Its unmistakable SUV credentials, from All-Wheel Drive to the sporty dynamic design, are complemented by advanced technologies that boost both safety and connectivity. Comfort and convenience are assured by high-end features like the hands-free Smart Power Tailgate, ventilated front seats and even rear seats that recline. You'll never want to miss an opportunity to get on board and on the road.



Interior

Elegant yet sporty interior with 8" navigation system with 2D and 3D maps for the whole of Europe offering seamless smartphone connectivity via Bluetooth or USB.



Optional automatic transmission

Kia's latest generation 7-speed dual-clutch transmission gives you the thrill of sporty driving with the peace of mind of fuel efficiency.



Numerous interior grades

Sophisticated shades and high-end soft-touch materials give the interior a contemporary feel and finish. Whether you opt for cloth or leather, with a wide range of options and colours, you'll find the perfect choice to suit your tastes.

ENGINES & EMISSIONS

Petrol	1.6, 1.6 Turbo GDI (up to 176 PS)
Diesel	1.7, 2.0 (136/185 PS)
Lowest CO ₂ emissions	119 g/km
Lowest fuel consumption	4.6 l/100 km
Most powerful engine	2.0 CRDI (185 PS)

Kia Sorento

Always a class ahead

Available as either a 5-seater or extra-roomy 7-seater, the Sorento takes over where others give up. Superior levels of comfort, quality and equipment, and Kia's cutting edge safety and connectivity features make this handsome SUV the new benchmark in its class. It exudes excellence on and off road. Its All-Wheel Drive system performs with sure-footed confidence even on rough, loose or slippery surfaces. Resulting in every journey being as rewarding as possible.



ENGINES & EMISSIONS

Petrol	–
Diesel	2.0, 2.2
Lowest CO ₂ emissions	149 g/km
Lowest fuel consumption	5.7 l/100 km
Most powerful engine	2.2 CRDI (200 PS)



Interior

The wide horizontal layout of the cabin instantly feels welcoming. Every detail is designed to wrap around the driver. The ergonomic design is also enhanced by quality soft touch materials and distinctive satin-chrome surrounds.



Smart Power Tailgate

Ideal when you've got your hands full: the tailgate opens automatically when the remote Smart Key is detected behind the back of the car for three seconds, and closes with a simple push of a button.



Parking Assist-Parallel (PA-PDR)

This optional system is designed to help you with parallel and bay parking, as well as reversing. It recognises a suitable parking space, steers, and judges the distance to cars around the Sorento – all you need to do is adjust the speed and change gears accordingly.

EcoDynamics

For a cleaner future

Sustainability is available across the Kia range. The most eco-friendly models of each carline carry one of the EcoDynamics badges. These cars showcase Kia's latest fuel-saving and emission-cutting technologies. This includes hybrid, electric and hydrogen fuel cell powertrains.

ECO hybrid

ECO electric

ECO plug-in

ECO fuel cell



Kia Niro HEV & PHEV
The hybrid crossover

It's the fuel-efficient hybrid with all the style, technology and versatility of a crossover. With an athletic profile that stands out in the urban environment. The parallel hybrid system of the Niro HEV delivers CO₂ emissions as low as 88 g/km, while the Niro PHEV adds an emissions-free electric driving range of up to 58 km.



Kia Optima PHEV
The plug-in with an extra charge of style

Available in either Sportswagon or Sedan body-styles, the advanced powertrains of the Optima Plug-in Hybrid models shift seamlessly from electric to hybrid mode, delivering optimised fuel efficiency with dynamic performance. It can be charged from a standard domestic socket or public charging station.



Kia Soul EV
100% electric – 0% emissions

Combining emissions-free urban driving and remarkable practicality with the stylish design of the eye-catching Soul, the Soul EV adds a vibrant two-tone exterior treatment and unique headlamps and tail lamps. A driving range of up to 240 km is available from a single charge.

The power to surprise in every segment

An overview of European Kia models

A



Picanto

B



Rio



Stonic



Soul

C



pro_ceed



cee'd 5-door



cee'd Sportswagon

D



Optima



Optima Sportswagon



Stinger

SUV



Niro



Sportage



Sorento

MPV



Venga



Carens

Championing outstanding sports



Australian Open

Sponsoring major sports events has been part of Kia's DNA since 2002. Since then, Kia has been the Major Sponsor of the Australian Open, supplying Tennis Australia with over 100 new vehicles each year. This has helped insure the memorable participation of the world's top tennis players, VIPs, officials and media.



FIFA

Kia is the Official Automotive Partner to FIFA, providing official vehicles from its extensive model line up to FIFA and FIFA events. The associated marketing activities and prominent stadium advertisement exposure are important and effective tools that help boost the Kia brand exposure.

NBA

Kia is also an active sponsoring partner to the National Basketball Association in North America. NBA has also grown a considerable following around the globe, giving the Kia brand even more positive exposure.



Your Kia fleet contacts

AUSTRIA

Kia Motors Austria GmbH
Mr. Erich Gstettner
Teamleader Fleet
Phone: +43 1 7342900 46
E-mail: e.gstettner@kia.at
Web: www.kia.com/at/

BALTIC REGION (ESTONIA, LATVIA, LITHUANIA)

Kia Auto AS
Mr. Margus Ilus
Baltic Sales Manager
Phone: +372 605 0186
E-mail: margus.ilus@kia.ee
Web: www.kia.ee/
www.kia.lv/ www.kia.lt/

BELGIUM

Kia Motors Belgium N.V.
Mr. Gerd De Ridder
Fleet Account Manager
Phone: +32 475 40 33 61
E-mail: gerd.deridder@kia.be
Web: www.kia.com/be/

BULGARIA

Kia Motors Bulgaria
Mr. Vasil Kolchagov
Sales Manager
Phone: +359 2 962 84 02
E-mail: vasil.kolchagov@kia.bg
Web: www.kia.bg/

CYPRUS

Remitonia Co.
Mr. Yiannos Loutsios
Managing Director
Phone: +357 25 57 65 76
E-mail: y.loutsios@loutsiosgroup.com
Web: www.kia.cy/

CZECH REPUBLIC

Kia Motors Czech s.r.o.
Mr. Michal Dolansky
Direct Fleet Manager
Phone: +420 267 188 436
E-mail: m.dolansky@kia.cz
Web: www.kia.com/cz/

DENMARK

Kia Import Danmark AS
Mr. Thomas Lund
Head of Sales
Phone: +45 3698 2551
E-mail: tlu@kiamotors.dk
Web: www.kia.com/dk/

FINLAND

Kia Motors Finland -
Delta Motor Group Oy
Mr. Petri Pekola
Fleet Sales Manager
Mobile: +358 40 757 6855
E-mail: petri.pekola@delta.fi
Web: www.kia.com/fi/

FRANCE

Kia Motors France
Mr. Jean-Philippe Cathelot
Fleet & Used Car Manager
Phone: +33 1 4652 6504
E-mail: j.cathelot@kia.fr
Web: www.kia.com/fr/

GERMANY

Kia Motors Deutschland GmbH
Mr. Dirk Frischknecht
Key Account Manager Fleet
Mobile: +49 173 2138401
E-mail: dirk.frischknecht@kia.de
Web: www.kia.com/de/

GIBRALTAR

Bassadone Motors
Mr. Jonathan Chichon
Sales Director
Phone: +350 200 59102
E-mail: jonathan.chichon@bassadone.gi
Web: www.kia.com/gi/

GREECE

Autodeal P&R Davari S.A. Kia Motors
Mr. Stratos Vourlakos
Area Manager / Sales Department
Phone: +30 210 55 07 224
E-mail: svourlakos@kia.gr
Web: www.kia.com/gr/

HUNGARY

Kia Motors Hungary Kft.
Mr. András Karmazin
Fleet Manager
Phone: +36 1 371 2000
E-mail: andras.karmazin@kiamotors.hu
Web: www.kia.com/hu/

ICELAND

Árfell KIA
Mr. Kristmann Freyr Dagsson
Fleet Manager
Phone: +354 590 2100
E-mail: kfd@askja.is
Web: www.kia.com/is/

IRELAND

Kia Motors Ireland
Mr. Colin Swan
Sales Manager
Phone: +353 1 460 1288
E-mail: cswan@kiaireland.ie
Web: www.kia.com/ie/

ITALY

Kia Motors Company Italy
Ms. Alessandra Santoro
Fleet Manager
Phone: +39 02 33482 340
E-mail: alessandra.santoro@kia.it
Web: www.kia.com/it/

MALTA

Cars International Limited
Mr. Ryan Buttigieg
General Manager
Phone: +356 7947 4764
E-mail: ryan.buttigieg@cil.com.mt
Web: www.kia.com/mt/

NETHERLANDS

Kia Motors Netherlands B.V.
Mr. Gian Russchen
Manager Fleetsales & Leasing
Phone: +31 346 753 825
E-mail: g.russchen@kia.nl
Web: www.kia.com/nl/

NORWAY

Kia Bil Norge AS
Mr. Trond Eriksen
Sales Director
Phone: +47 67 92 60 00
E-mail: trond.eriksen@kia.no
Web: www.kia.com/no/

POLAND

Kia Motors Polska Sp. Z o.o.
Mr. Radoslaw Wankiewicz
Fleet & Remarketing Manager
Phone: +48 22 546 40 18
E-mail: radoslaw.wankiewicz@kia.com.pl
Web: www.kia.com/pl/

PORTUGAL

Kia Portugal
Mr. Paulo Carvalho
Logistics, Fleet & Remarketing Manager
Phone: +351 210 34 44 00
E-mail: pcarvalho@kia.pt
Web: www.kia.pt/

ROMANIA

Kia Romauto SRL
Mr. George Damian
General Manager
Phone: +40 21 312 5005 06
E-mail: georgedamian@kia.ro
Web: www.kia.ro/

SLOVAKIA

Kia Motors Sales Slovensko s.r.o.
Mr. Andrej Anger
Fleet Manager
Phone: +421 2 32421339
E-mail: a.anger@kmss.sk
Web: www.kia.sk/

SLOVENIA

Kia Motors Adria Group
Mr. Urban Kavčič
Sales Manager
Phone: +386 1 5843 373
E-mail: uka@kmag.net
Web: www.kia.hr/ www.kia.si/

SPAIN

Kia Motors Iberia, S.L.
Mr. Carlos Maside Echavarren
Kia Fleet Business Manager
Phone: +35 650 65 67 03
E-mail: cmaside@kia.es
Web: www.kia.com/es/

SWEDEN

Kia Motors Sweden AB
Mr. Rickard Wisemark
Head of Fleet Sales and Remarketing
Phone: +46 8 400 443 19
E-mail: r.wisemark@kia.se
Web: www.kia.com/se/

SWITZERLAND

Kia Motors AG
Mr. Stephan Gander
Sales Director
Phone: +41 62 788 84 74
E-mail: stephan.gander@kia.ch
Web: www.kia.ch/

UNITED KINGDOM

Kia Motors (UK) Ltd.
Mr. John Hargreaves
Head of Fleet and Remarketing
Phone: +44 1932 832021
E-mail: JHargreaves@kia.co.uk
Web: www.kia.com/uk/

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The Power to Surprise