

# THE NEW KIA Picanto



Movement that inspires



Movement that inspires



## Agenda

1. The Heritage
2. The Environment
3. The Customer
4. The Product Strategy

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The New Kia Picanto.  
**The Heritage**

# The Heritage

Picanto: a story of success for Kia in Europe



**2004**

1<sup>st</sup> Generation

The  
**beginning**



**2010**

2<sup>nd</sup> Generation

The  
**consolidation**



**2017**

3<sup>rd</sup> Generation

The  
**establishment**

# The Heritage

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**2017**

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The  
**establishment**

**Today**



After more than  
1,000,000 units sold in Europe,  
we are ready for a **new chapter...**



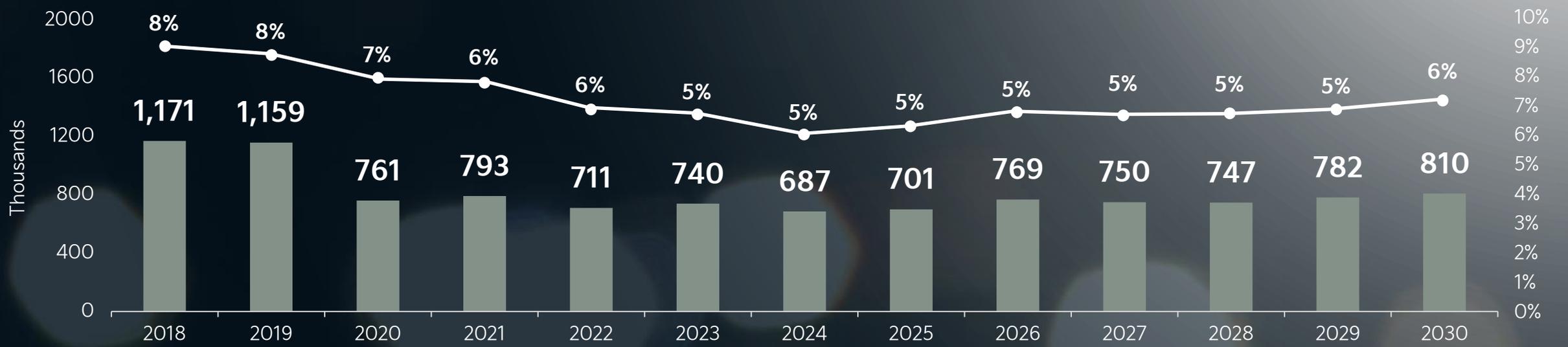
The New Kia Picanto.

# The Environment

# Still a significant segment

## The A-Segment in Europe

Historical & forecast trend



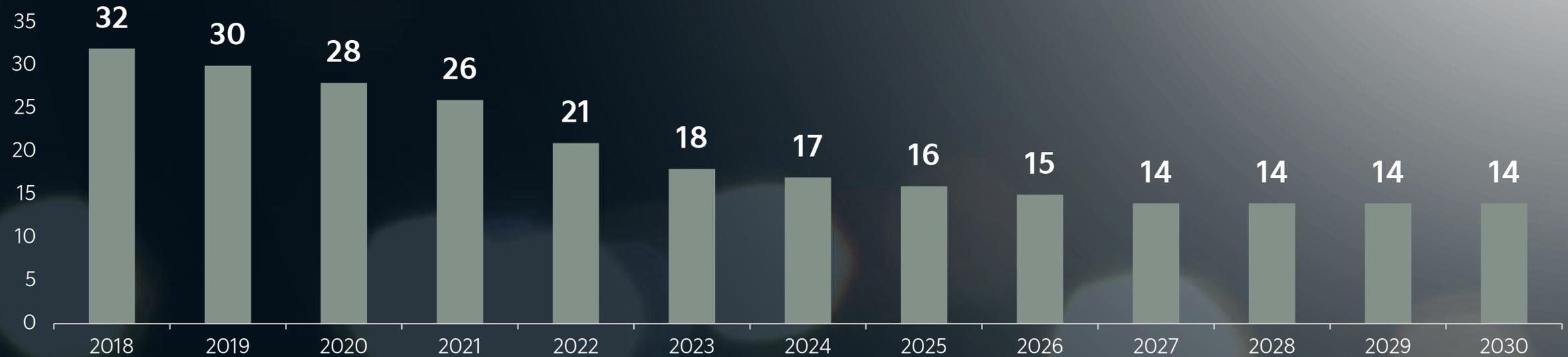
Despite the continuous decline, A-Segment is expected to stabilize  
▶ **700k units per year and 5% market share**

● Segment share %  
■ Volume

# An opportunity ahead of us

## The A-Segment in Europe

Number of competitors



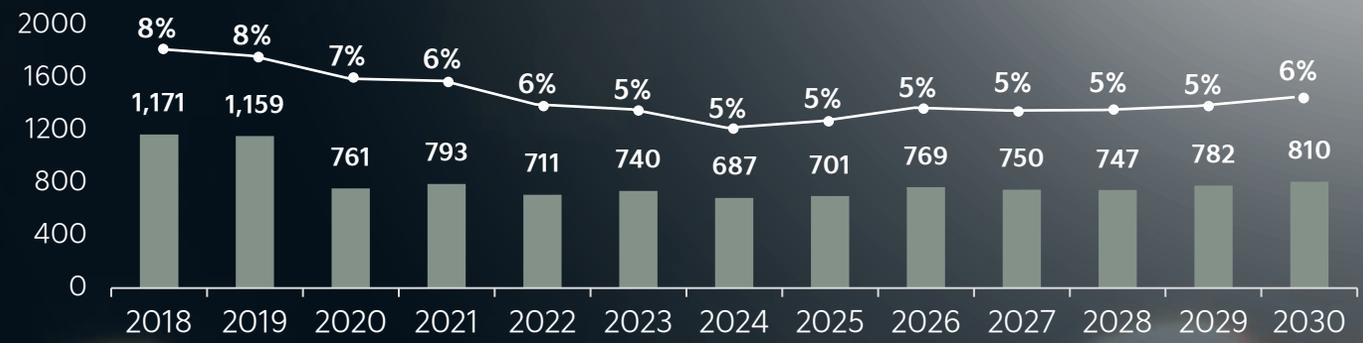
Number of competitors is decreasing over the years

► **Good opportunity to increase market share in the A-Segment**

# The A-Segment in Europe

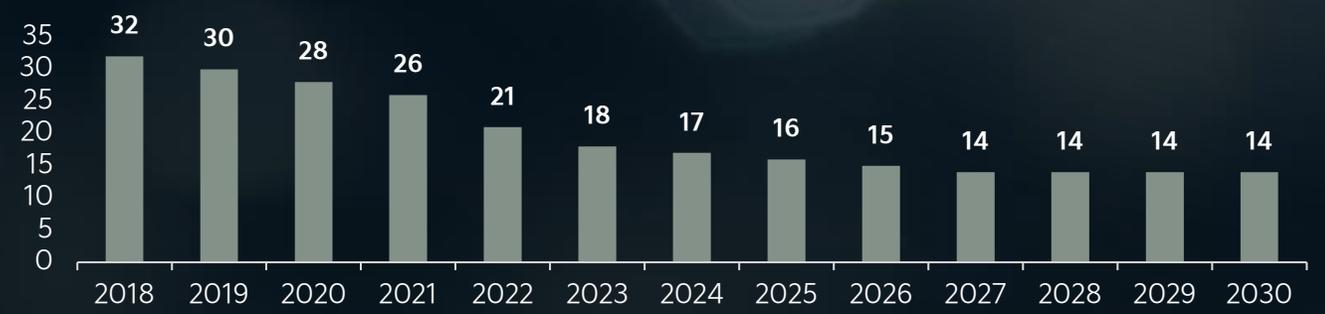
The segment is declining

**Despite the continuous decline, A-segment is still significant**



The number of competitors is decreasing

**An opportunity ahead of us to become leader in the segment**



Challenging the declining trend of the A-Segment, **we still believe in offering small, compact cars to satisfy the increasing need for urban mobility**

# Customer Journey | A-Segment

## Purchase Reasons

34%	22%	21%
Engine Design	Exterior styling	Price

## Major Likes

+	24%	16%	16%
	Maneuverability	Equipment Level	Fuel Consumption

## Major Dislikes

-	12%	5%	5%
	Equipment Level	Size of trunk	Position of Features

## Rejection Reasons

X	29%	23%	12%
	Price	Delivery Period	Fuel Tank

PURCHASE

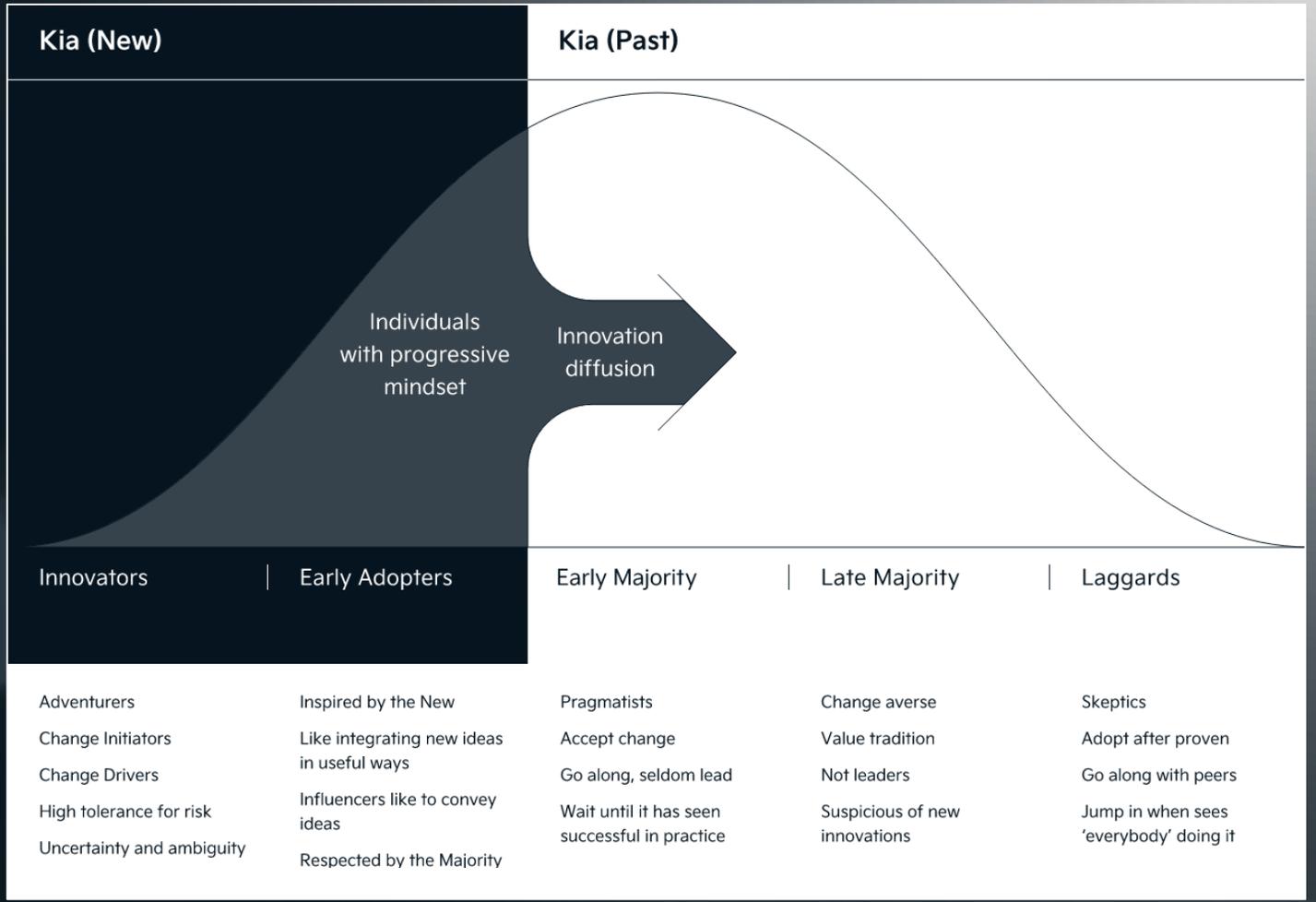


NO PURCHASE

# Who are our new target customers?

With the new brand we are **shifting our target from Majority to Modern Individuals.**

**Modern Individuals**, who are our one and only target audience and driving our positioning.





The New Kia Picanto.

# The Customer

# Who are our new target customers?

## Key Characteristics

With the new brand we are **shifting our target from Majority to Modern Individuals.**

**Modern Individuals**, who are our one and only target audience and driving our positioning.

Consumers with  
**Progressive Mindset**

Being always  
**On The Move**  
and constantly progressing

**Curious Minds and Hungry Hearts** who like to Convey and Integrate New Ideas into their lives

**Seeking New Technology & Innovation** to simplify and increase convenience

Willing to try things  
**for the first time,**  
Motivating & Encouraging Others to follow

Valuing brands who are creating the space for the  
**Individual Voice and Stories**

# Who are our new target customers?

With the new brand we are **shifting our target from Majority to Modern Individuals.**

**Modern Individuals**, who are our one and only target audience and driving our positioning.

What do they care about?

**Innovative technology and design,**  
premium aesthetic and room  
for personalization

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# The Product Strategy

# Product Strategy Pillars

What do they care about?

**Innovative Technology and Design,**  
premium aesthetic and room  
for personalization

## Product Strategy Pillars

# Innovative Technology and Design

# Product Strategy Pillars



## Connected Experience

Acting like a device:  
Technology connecting  
with digital lives.

 EMOTIONAL  
**BRAIN**



## Effortless Drive

Being the most suitable  
companion without compromising  
on fun and comfortable driving.

 RATIONAL  
**BRAIN**

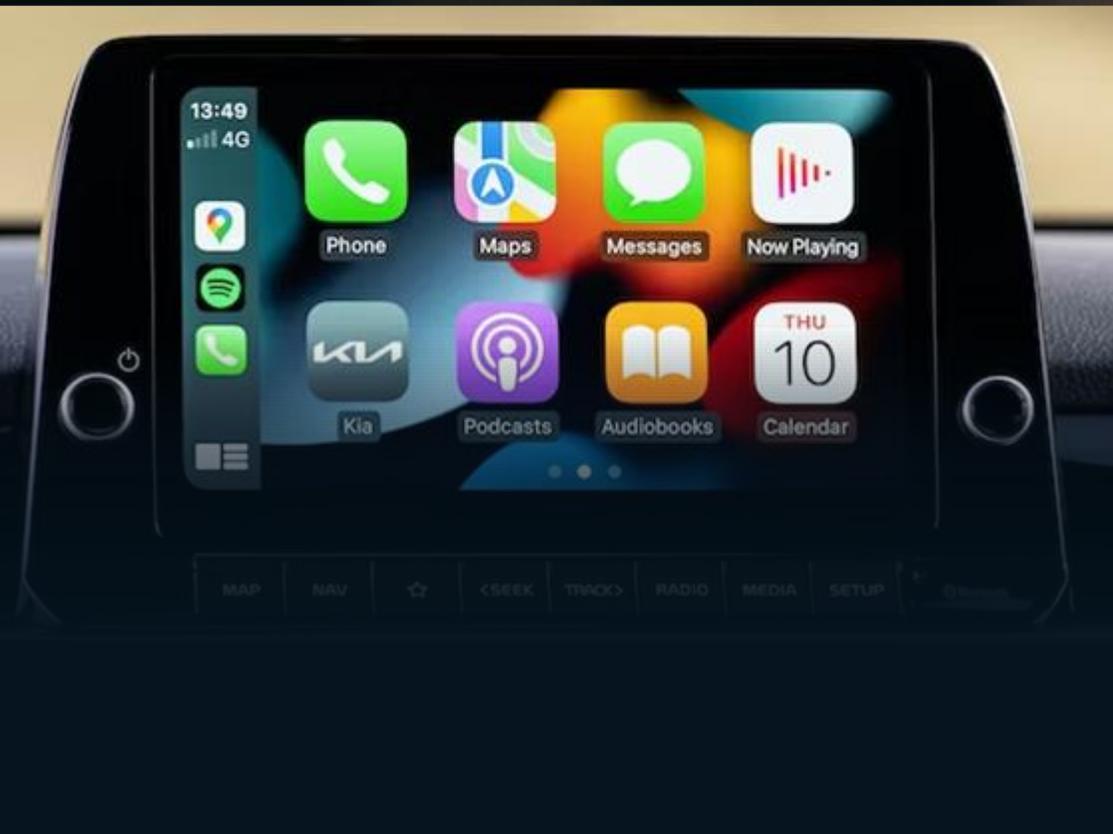


## Bold Design

Attracting modern individuals  
with a bold look, matching the  
"Opposites United" philosophy

 **HEART**

The Kia Picanto satisfies all desires



# Connected Experience

Acting like a device:  
Technology connecting  
with digital lives.



# Connected Experience

Fully integrated in your digital life



8" Navi w/ Voice Recognition



4.2" Digital Cluster



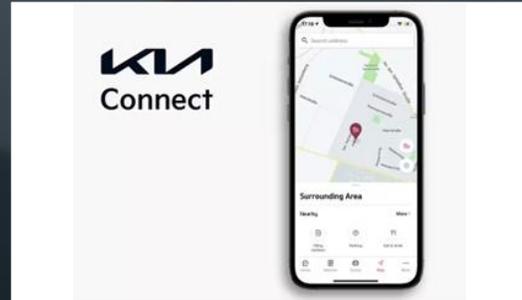
Front & Rear Type-C USB w/ Fast Charging



Apple CarPlay & Android Auto



Wireless Charger



Kia Connect

The new Picanto gets you covered and **connected to the world**



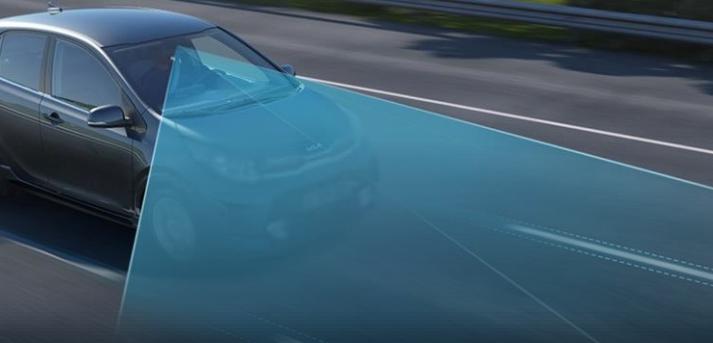
# Product Strategy Pillars



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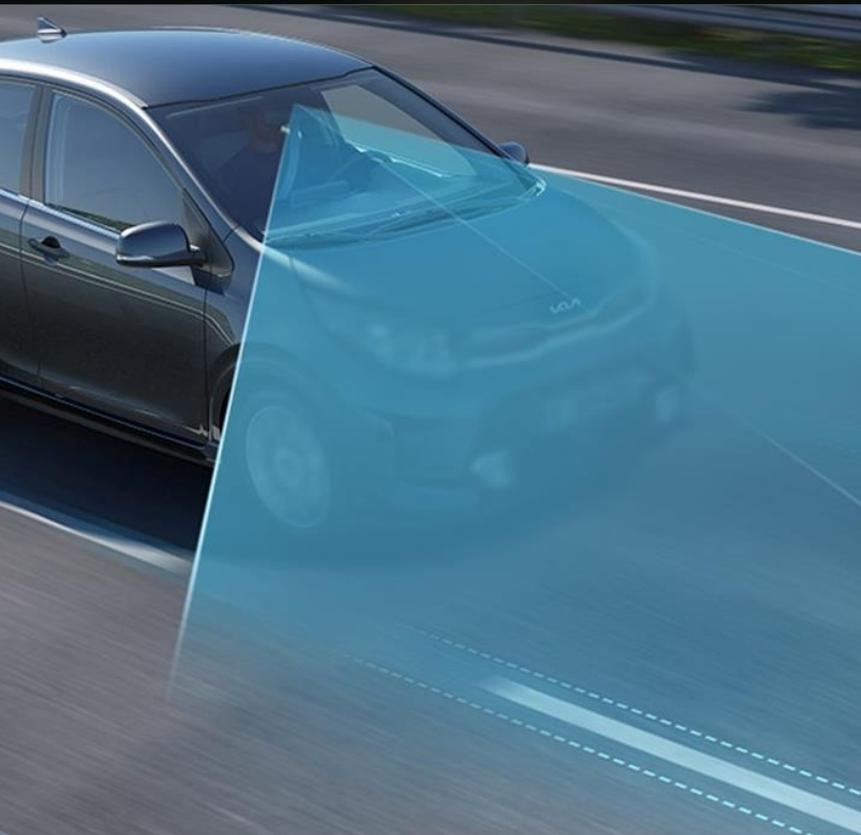


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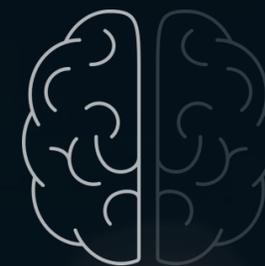
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# Effortless Drive

Being the most suitable companion without compromising on fun and comfortable driving.



# ADAS Features



Safe Exit Warning (SEW)



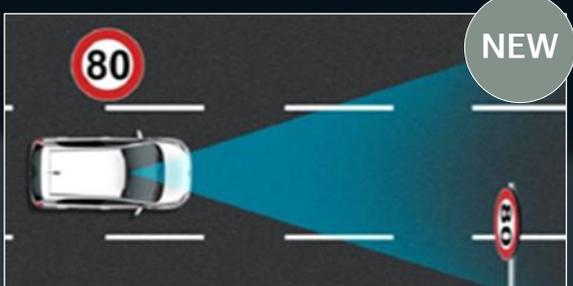
Lane Following Assist (LFA)



Forward Collision Avoidance Assist (FCA) - Car/Pedestrian/Cyclist with Junction Turning



Blind-Spot Collision-Avoidance Assist (BCA)



Intelligent Speed Limit Assist (ISLA)



High Beam Assist (HBA)



Rear View Monitor (RVM)



Driver Attention Warning Plus (DAW+)

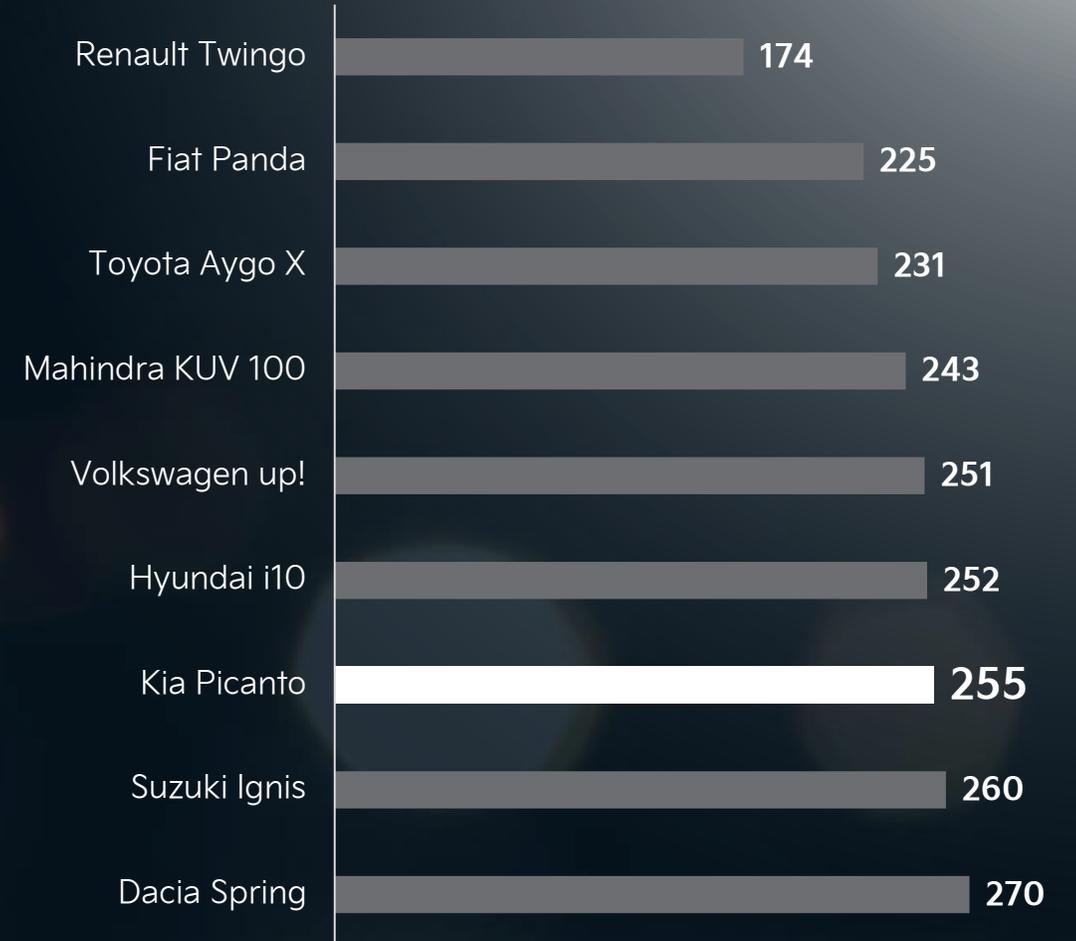
The new Picanto features an **impressive set of active safety features** for the segment, for **maximum safety** for you, your friends and family



Rear Cross-Traffic Collision-Avoidance Assist (RCCA)

## T Convenience

### Luggage capacity (ℓ)



Picanto facilitates your life with all its **convenience features** to make every journey pleasant and hassle-free

# Powertrain Line-Up



**1.0 MPI**

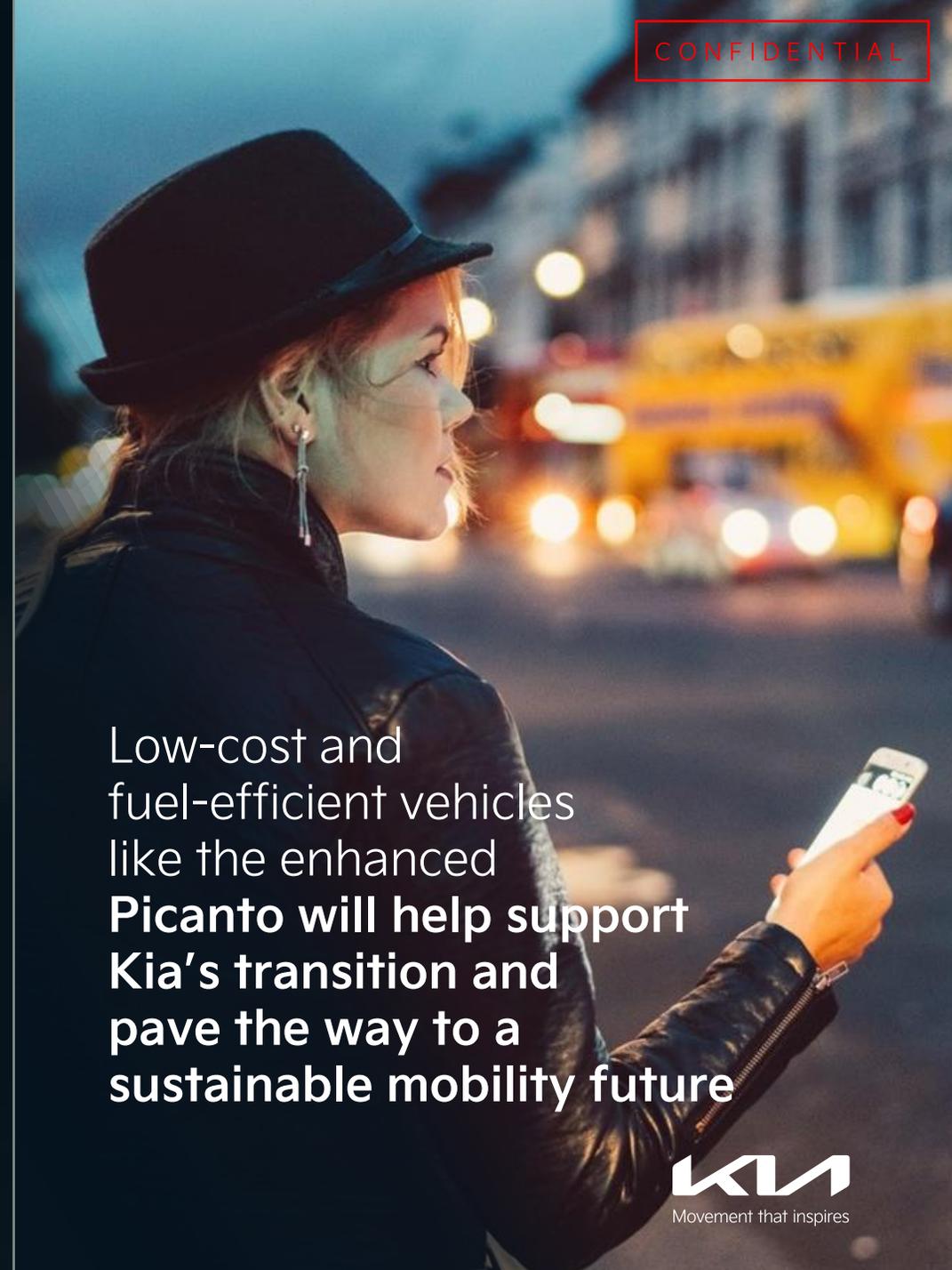
MT/AMT



**1.2 MPI**

MT/AMT

## Estimated percentage of annual mileage



Low-cost and fuel-efficient vehicles like the enhanced **Picanto** will help support **Kia's transition and pave the way to a sustainable mobility future**

# The AMT | Five-gear Automated Manual Transmission



## Better fuel efficiency.

Reduced fuel consumption thanks to electronically optimized shift points and high mechanical efficiency



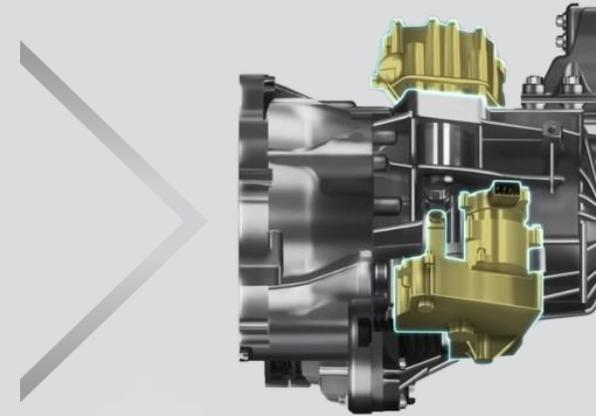
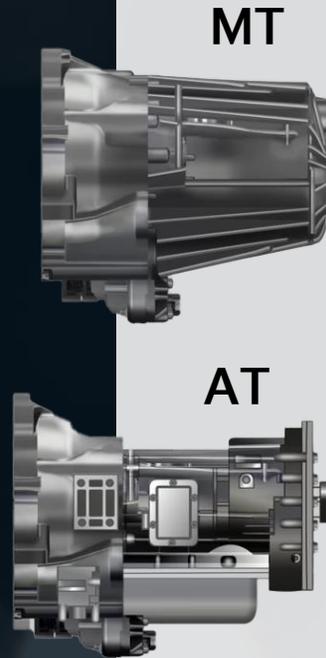
## More convenience and comfort.

Clutch and shift actions are done automatically



## Drive it how you like it.

Manual shift mode lets you pick your individual driving style - without having to work a clutch



# AMT

The AMT combines the best of the two worlds (MT/AT), by combining better fuel efficiency and increased comfort (no need to manually shift)

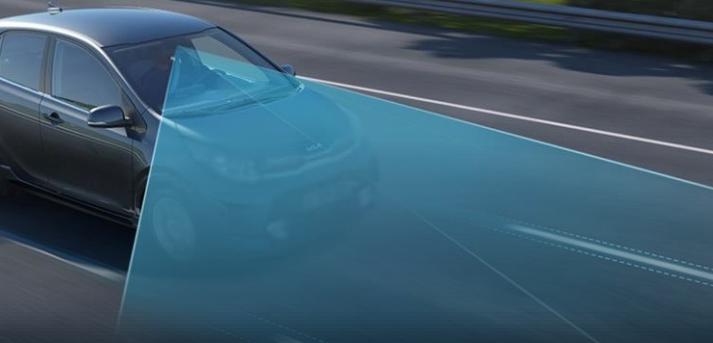
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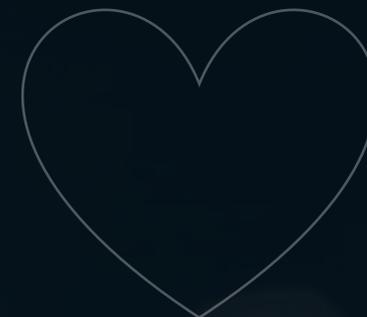
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# Bold Design

Attracting modern individuals  
with a bold look, matching the  
“Opposites United” philosophy



# Design Philosophy

Strong exterior and interior refresh to match the  
**“Opposites United”**  
philosophy, which takes inspiration from the contrasts found in nature and humanity.

## Design Philosophy

Power to  
Progress

Bold for  
Nature

Technology  
for Life

Joy for Reason

### **“Opposites United”**

We are using the concepts of disruption and contrast to create characterful designs.

Tension for  
Serenity

Design Philosophy

# Opposites United

Bold for Nature

# Power to Progress

Joy for Reason

Technology for Life

Tension for Serenity

**Modern Dynamic for Modern Individuals**  
with more advanced character and value

Also with the new Kia Picanto,  
we want to inspire the way people  
think, move and live  
through technology for humanity



The New Kia Picanto

# New Exterior Design

Baseline

# Exterior Design

Baseline | Front



## New headlamps

Standard: Bulb | Optional: LED

# Exterior Design

Baseline | Front



New grille

# Exterior Design

Baseline | Front



New front bumper

# Exterior Design

Baseline | Front



**New bonnet**

# Exterior Design

Baseline | Side



14" Steel

# Exterior Design

Baseline | Side



**New 14" Alloy**

# Exterior Design

Baseline | Side



15" Alloy

Exterior Design  
Baseline | Side



**New 16" Alloy**

# Exterior Design

Baseline | Rear

## New rear lamps

**Standard:** Bulb | **Optional:** LED with partial horizontal light-guide



# Exterior Design

Baseline | Rear

**New bumper**



# Exterior Design

Baseline | Rear



## New emblems position

Moved to lower part of tailgate



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# New Exterior Design

GT-line

# Exterior Design

## GT-line | Front

# Front LED light-signature

Only available with LED headlamps



# Exterior Design

GT-line | Front

New dedicated bumper  
with larger tiger nose



Exterior Design  
GT-line | Side



GT-line dedicated

**New 16" Alloy**

# Exterior Design

## GT-line | Rear

# New rear lamps

**Standard:** Bulb | **Optional:** LED with partial horizontal light-guide



Exterior Design  
GT-Line | Rear

**New bumper  
with sporty low diffuser**



# Color Plan



Clear White



Aurora Black Pearl



Sparkling Silver



Astro Gray



Milky Beige

NEW



Signal Red

NEW



Smoke Blue

NEW



Sporty Blue

NEW



Adventurous Green

# Wheel Plan

14" Steel



14" Alloy  
(Dark grey)



Painted  
Matt-gray

15" Alloy



D-Cut  
Glossy-black

16" Alloy  
(Dark grey)



D-Cut  
Glossy-black

16" Alloy  
(Dedicated for GT Line)



D-Cut  
Glossy-black

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# New Interior Design

# Interior Design



**8" Navi  
standard**

**4.2" Digital Cluster  
standard**

**Two New  
Interior Color Packs**

# Interior Plan



Cloth

Artificial Leather  
**Glossy Black Pack**

Artificial Leather  
**Adventurous Green Pack**

Artificial Leather  
**Rich Brown Pack**

# Interior Plan



Cloth



Artificial Leather  
**Glossy Black Pack**



ADVENTUROUS GREEN

NEW



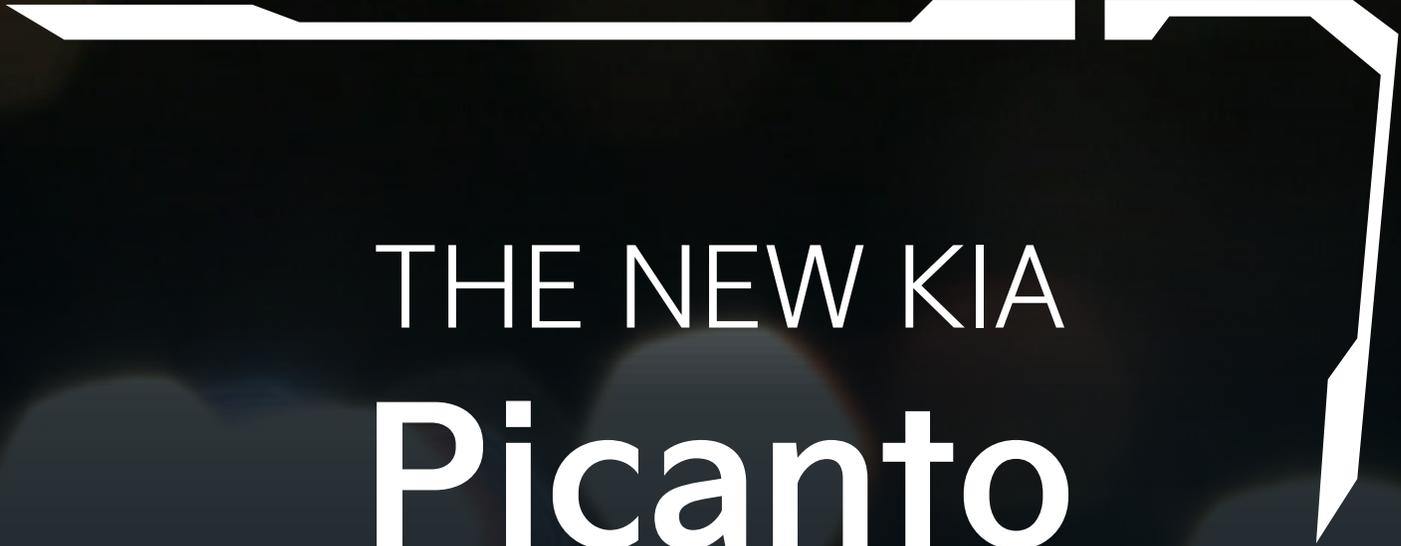
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RICH BROWN

NEW



Introducing two new color packs  
**inspired by nature**



THE NEW KIA  
**Picanto**



Movement that inspires