

**Media contact:**

Pablo González Huerta

PR & Communications Assistant Manager

T. +49 69 850 928 342

E. pghuerta@kia-europe.com

NEWS

**For immediate release**

**Kia Ceed Sportswagon Plug-In Hybrid wins Teknikens Värld ‘Stora Bilpris’ 2021**

* **Kia Ceed Sportswagon Plug-In Hybrid beats nine rivals to claim victory in the prestigious Swedish prize**
* **Award win marks the second Kia victory in the ‘Stora Bilpris’ awards**
* **Full award report published in the first 2021 issue of *Teknikens Värld***

**January 7, 2021** – The Kia Ceed Sportswagon Plug-In Hybrid has triumphed with a major award win from *Teknikens Värld*, one of the leading automotive magazines in Sweden. The model took top honours in the magazine’s prestigious ‘Stora Bilpris’ 2021.

The Kia Ceed Sportswagon Plug-In Hybrid fought off competition from nine contenders in the hotly contested final. The awards are judged based on the technical prowess of contenders from a range of vehicle segments. This win signifies the second time Kia has won the award. The Kia Optima Sportswagon Plug-In Hybrid was awarded the very same accolade in 2018.

In 2021, the judges recognised and praised the car’s plug-in hybrid drivetrain, as well as the car’s numerous smart solutions to boost practicality and convenience. The judges concluded that the car’s low environmental impact, practicality, and safety made it a worthy winner of the award.

“We are always proud to hear of our products winning awards in European markets,” commented Won-Jeong Jeong, President at Kia Motors Europe. “We’re particularly pleased when our low-emissions vehicles win accolades, which we have put at the heart of our strategy to reduce whole fleet emissions and offer efficient new products that customers love to buy and own. Our plug-in hybrid vehicles aim to provide efficient, low-cost motoring to customers, which is where the Kia Ceed Sportswagon Plug-In Hybrid really shines.”

The *Teknikens Värld* jury, commented: “The competition saw fierce competition from the nine final challengers, each aiming to outshine the other. However, every day the Kia Ceed Sportswagon Plug-In Hybrid stands out from the crowd. Practical, functional, safe, economical and above all very environmentally friendly, the car effortlessly takes first place. The Kia Ceed Sportswagon Plug-in Hybrid is always ready as a helpful extra family member, and offers the right range at the right price!”

The full Stora Bilpris 2021 award report is published in the first 2021 issue of *Teknikens Värld,* and will also be available on the *Teknikens Värld* website.

# # #

**Kia Motors Corporation – about us**

*Kia Motors Corporation (*[*www.kia.com*](http://www.kia.com)*) is a world-class mobility experience provider that seeks to inspire its customers through movement. Founded in 1944, Kia has been in the ‘movement’ industry for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)

**About Kia Motors Europe**

***Kia Motors Europe is the European sales, marketing and service arm of the Kia Motors Corporation. With its headquarters in Frankfurt, Germany, it covers 39 markets across Europe and the Caucasus.***