**Kia Europe 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 named ‘residual value giant 2025’ by Bähr & Fess forecasts**

* **Special recognition is given to Kia Stonic and Kia Picanto, which finish in the top three of their respective categories**
* **High residual values ​​of Kia models deliver important financial advantages to customers**

**February 16, 2021** – The Kia Ceed has been named compact car ‘residual value giant 2025’ by renowned market research company Bähr & Fess forecasts. Also gaining special recognition was the Stonic, which finished second in the small SUV category, and the Picanto which claimed third place in a fiercely contested small car segment.

Such important recognition from an independent, globally respected body highlights the value of Kia vehicles and the steps the brand takes to minimise the total cost of ownership. The Ceed model that ranked first in the compact car category is the 1.0 T-GDI with 100 PS. After four years, Bähr & Fess experts forecast it will have depreciated EUR 8,379\*, keeping 48.5% of its value and beating tough competition from Skoda (Scala) and VW (Golf).

The Stonic model that was praised in its segment was the 1.2 84 PS variant. By 2025 it is forecasted to only losing EUR 7,909\* and keeping 52.5% of its value. Finally, the Picanto that received a special mention was the 1.0 67 PS, a product that is expected to have only depreciation of EUR 5,536\*, keeping therefore 48.5% of its value by 2025.

The forecasting experts at Bähr & Fess predict the absolute and relative value retention of each vehicle at the point of resale in four years. Bähr & Fess data is relied upon by many financial institutions and organisations operating in the automotive sector, including major banks and leasing firms. The results are published by Focus Online.

“This set of unbiased and highly regarded forecasts shows Kia delivers value to the customer throughout the lifecycle of the vehicle, and we’re on the right path in designing and developing passenger cars that continue to meet the varied needs of the market,” said Jason Jeong, President at Kia Europe.

\*German retail values based on an average of 15.000km driven per year across four years.

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**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions 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. The company's brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

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

**About Kia Europe**

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