NEWS

**For immediate release**

**Kia makes EV6 available for**

**pre-reservation in Europe**

* **Europeans can now pre-order EV6 for a refundable €100 deposit**
* **Full EV6 orders to be taken from May onwards; first deliveries expected in September**
* **Kia EV6 offers over 510 kilometre range; 800V ultra-fast charging and blistering electric performance**

**March 31, 2021** – The all-new Kia EV6 is now available for pre-reservation in Europe. Buyers looking for a long-range, 800V ultra-fast charging electric crossover, with an eye-catching design and mouth-watering performance can pre-reserve the EV6 for a refundable deposit of just 100 Euros.

By visiting **[ADD URL]**, they can browse the EV6 models available – including GT and GT-line derivatives – and select their ideal zero-emissions crossover.

From May onwards, Kia will start contacting people who have pre-reserved the EV6 with details on how to make a full order. They will be able to configure their EV6, deciding between long-range (77.4 kWh) and standard-range (58.0 kWh) battery packs, two-wheel (2WD) or all-wheel drive (AWD), as well as from multiple performances, technology and design options. Customers will be able to explore the EV6 online using new ‘3D visualiser’ technology, as well as being offered the opportunity to enjoy a virtual reality (VR) experience in the EV6 GT or EV6 GT-line – the former focusing on performance and the latter a long-range road trip.

Won-Jeong (Jason) Jeong, President for Kia Europe, comments: “As our first ‘dedicated’ electric vehicle, we expect the EV6 to be immensely popular. It’s an EV without compromise, thanks to its long range, ultra-fast charging and spacious interior. We wanted to give people the earliest opportunity to pre-reserve the EV6, and start planning for their electric future.”

**Pre-reservation timeframe and charge benefits**

On the one hand, customers who place an EV6 pre-reservation for the base line model or GT-line model with a 100 Euro deposit before 30 April 2021 and place a factory order through Kia dealers before 31 December 2021 will receive access to the IONITY charging network for one year. The access comes with a ‘Power Package’ subscription offering preferential rates at all IONITY charging stations. Besides, customers will benefit from a one-year subscription to KiaCharge included in their purchase. KiaCharge provides access to around 210,000 charge points across Europe, including AC and DC connectors.

On the other hand, customers who place an EV6 pre-reservation for the GT model with a 100 Euro deposit before 30 April 2021 and place a factory order through Kia dealers before 31 December 2022 will also receive access to the IONITY charging network for one year and benefit from a one-year subscription to KiaCharge as well.

All models of the EV6 can accommodate the ultra-fast charging capabilities of the IONITY network thanks to its 800V maximum charging capacity. Customers have to place their orders and pay their deposits within the stated timeframes above to receive these benefits.

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**Kia Corporation – about us**

*Kia (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 popularisation 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.*