

**Kia Europe media contacts**

Oliver Strohbach Pablo González Huerta

Senior Manager Public Relations Manager Public Relations & Communications

T. +49 69 850 928 373 T. +49 69 850 928 342

E. ostrohbach@kia-europe.com E. pghuerta@kia-europe.com

NEWS

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 **Kia EV6 now available for factory order following the successful reservation phase**

* **Kia obtains more than 33,000 prospects across Europe, which account for 300% of the EV6 2021 European business plan**
* **Kia opens factory orders at dealers for all-electric EV6 from today**

**May 4, 2021**– Kia has opened factory orders for the ground breaking EV6 following a successful European reservation phase. The brand obtained 33,000 prospects, including 7,300 reservations. On top of that, more than 26,000 customers showed interest in Kia’s first dedicated battery electric vehicle. Thanks to this remarkable performance, Kia already secures 300% of the expected sales volume for 2021. Customers will be able to order the EV6 from their local dealer from today, ahead of production starting mid-2021.

“It’s extremely encouraging as Kia looks ahead to the future of electric mobility with the new EV6, based on our new dedicated EV platform (E-GMP)”, said Jason Jeong, President at Kia Europe. “The high number of customers who have already put their name down for the EV6 highlights the strong demand and we are confident that the launch of the EV6 will be also very successful.”

Customers can decide at their nearest Kia dealer which specification, trim and options they would like to choose, making sure that their EV6 model is bespoke to their lifestyle needs. They will be able to configure their EV6 model, choosing long-range (77.4 kWh) or standard-range (58.0 kWh) battery powertrain packs as well as two-wheel (2WD) or all-wheel drive (AWD) capability. In addition, they will also have the chance to configure numerous performance, tech and design options.

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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 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.*