

**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

**Embargoed until 12 PM CEST, MAY 25, 2021**

**Kia’s European factory passes**

**4 million-production milestone**

* **In just 15 years, the high-tech Žilina plant in Slovakia has produced over 4 million Kia cars**
* **Kia Slovakia continues to provide a springboard for Kia’s growing European presence**
* **Award-winning, highly efficient facility has become integral to the economic development of the region**

**May 25 2021** – Kia’s award-winning Slovakian manufacturing plant has marked an important milestone in the brand’s history after the high-tech facility produced its four millionth vehicle with a Kia Sportage rolling off the production line.

Kia´s European base near Žilina, Slovakia, began mass production in 2006 and acted as the springboard for Kia’s expansion across Europe. The first vehicles to be produced at Kia Slovakia were members of the Kia Ceed passenger car family – a model line-up that continues to be designed, engineered and manufactured in Europe specifically to appeal to European customers. The Ceed range was introduced at the same time as Kia’s industry-leading seven-year warranty, and this winning combination catapulted Kia into the European mainstream.

Kia Slovakia produced its one-millionth vehicle in 2012 and every three years since has added another million vehicles to the manufacturing tally. Now, 9 years later, four million cars have rolled off the 7.5-kilometre production line capable of simultaneously producing eight different models. It currently oversees the manufacture of all members of the Ceed family, comprised of Ceed, Ceed GT, Ceed Sportswagon, ProCeed, XCeed and the last three generations of the Sportage.

Seok-Bong Kim, President of Kia Slovakia, delivered a message of appreciation to the team: “It is due to the efforts of all our employees, especially the production operators, that we have achieved this incredible milestone in our history. Kia Slovakia has long been recognized for outstanding quality, efficiency, safety and technology, and the success of our models in Europe reflects these high standards.

The plant is now one of Slovakia’s major producers and exporters employing a 3,700 strong workforce assisted by high-tech robots. A recent investment of €70 million investment allows the plant to produce and assemble new gasoline engines in response to changing market demands. Kia will now build small-capacity and high-efficiency gasoline engines on three engine production lines, with the fourth dedicated to the brand’s latest ‘Smartstream’ 1.6-litre diesel engine.

- Ends -

**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.*