

**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 09:00 AM CEST, August 25, 2021**

**Kia reveals first sketches of the**

**all-new European-market Sportage**

**ahead of upcoming launch**

* **For the first time in its history, the Sportage range will feature a dedicated model that has been designed and developed specifically for Europe**
* **The global released version has significantly increased its size, while the European version spiritually succeeds the fourth generation A daring and intricate front-end design is matched with a muscular swooping fastback rear to create a strong and distinctive road presence**
* **Digital launch event scheduled for Wednesday September 1**

**August 25, 2021** – Kia Europe has revealed the first official sketches of the all-new European-market Sportage. For the first time in its history, Kia is launching a dedicated Sportage designed specifically for European customers in what is the fifth generation of the brand’s most popular SUV.

The all-new European Sportage has been carefully designed and developed to establish new benchmarks in its segment while also catering specifically for European tastes and European roads. The advanced exterior and interior design pushes styling boundaries, setting the tone for the next-generation Sportage line-up. State-of-the-art connectivity tech, responsive yet highly efficient advanced powertrains and the very latest passive, active and ADAS safety innovations further enhance the SUV’s premium stature. Developed on a new architecture, all-new European Sportage has also been meticulously honed to offer optimal drive and handling characteristics for European roads.

**Forward-thinking design**

Kia’s new design language – Opposites United – is at the heart of the all-new European Sportage, influencing every aspect of its appearance and character. Its design builds on the theme ‘Bold for Nature’ and pays homage to nature’s perfection and simplicity whilst connecting with the brand’s new design direction. The sketches revealed today hint at a sporty, assertive and pioneering SUV.

The all-new European Sportage will feature a more compact and adventurous profile hinting at heightened levels of agility and performance seen as ideal for European roads. Designed to be the most dynamic and stylish SUV in its segment, the all-new European Sportage will feature a muscular stance and a strong yet refined silhouette with crisp, taught character lines that ripple across the surfaces.

The sketches hint at a bold front-end design with a detailed-orientated black grille graphic spanning the width of the face. A fresh interpretation of Kia’s iconic floating signature Tiger Nose grille combines with distinctive boomerang-shaped LED DRLs (daytime running lamps) and Matrix LED headlamps.

Representing another first for the Sportage range, the sketches show a black roof that helps to further accentuate the sporting profile of the all-new SUV, while also highlighting a dynamic C-pillar design treatment.

At the rear, powerful and broad shoulder lines meet slim rear LED combi lamps flanked by the new Kia logo. A unique black rear bumper design further emphasizes all-new European Sportage’s sporty, youthful character.

**Digital launch**

Kia’s all-new European-market Sportage will make its debut during a live digital launch event being held on Wednesday September 1 on Kia owned channels at 11:00 AM CEST. Viewers will be able to learn more about Kia’s first SUV designed specifically for European customers! European sales of all-new Sportage will commence later this year.

# # #

**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.*