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NEWS

**Embargoed until 9AM CEST 23 August, 2021**

**Kia goes electric at first IAA Mobility**

* **Global premiere for plug-in hybrid variant of Kia’s all-new Sportage**
* **First European-specific Sportage version in its 28-year history**
* **European debut for Kia’s first dedicated electric vehicle, the EV6**
* **Visitors to IAA Mobility (7-12 September) can find Kia at Odeonsplatz, as German show heads to Munich for the first time**

**23 August, 2021** – Kia will go electric at the first IAA Mobility show, held between 7 and 12 September in Munich. The Korean carmaker will give a global premiere to the Sportage plug-in hybrid (PHEV), based on the first European-specific version of the Sportage in the model’s 28-year history. Kia will also showcase the talents of the company’s first dedicated battery electric vehicle (BEV), the EV6.

The Sportage PHEV will attract people looking to make the move to electric while enjoying the practicality and presence of the new urban SUV. The PHEV model features Kia’s 1.6-liter T-GDI engine, a 66.9kW permanent magnet traction electric motor and a 13.8kWh lithium-ion polymer battery pack.

Kia will also give a European public debut to the EV6, the embodiment of the new Kia brand. The high-tech BEV has been developed to remove the perceived barriers that prevent many from making the switch to electric by providing rapid charging times, access to an extensive charging network, impressive long range, and segment-leading interior space. The EV6 will deliver the very best experience an BEV can offer, making ownership as convenient and accessible as running a petrol or diesel vehicle, and with reduced environmental impact.

Visitors to IAA Mobility can find Kia at the outdoor exhibition on Odeonsplatz between 14:00-20:00 on September 7, 10:00-20:00 on September 8-11, and 10:00-17:00 on September 12. Visitors will be treated to an EV6 VR experience and the opportunity to sit in both the all-new Sportage PHEV and the new EV6.

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**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.*