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NEWS

**Embargoed until 09:00AM CET, November 10, 2021.**

**All-new Kia Sportage fuses advanced tech with luxury design for a first-class interior space**

* **Urban SUV’s driver-centric interior has been designed specifically for European customers**
* **State-of-the-art integrated curved display delivers driving and entertainment functions in pin-sharp clarity**
* **Ergonomic excellence; intelligently placed controls for an intuitive driving experience**
* **Carefully selected materials for a rich, premium feel**
* **Clever packaging delivers a spacious and relaxing interior environment**

**November 10, 2021** – The all-new Kia Sportage features a state-of-the-art, driver-centric interior that has been designed for European customers, the first time such a focus has been made in the model’s 28-year history. The urban SUV’s cabin fuses together advanced technology, luxury features, premium materials and modern style, ensuring occupants remain comfortable, engaged and connected on every journey.

The all-new Sportage’s interior has been designed to ensure all vehicle controls can be accessed quickly and easily. On entry, drivers are greeted by a beautifully sculpted integrated curved display featuring two high-definition 12.3-inch screens that help to deliver a near-cinematic experience. Located directly in front of the driver sits the Sportage’s instrument cluster that benefits from the latest liquid-crystal display technology for incredibly precise and clear graphics. Located in the centre is a high-tech touchscreen that caters for all driver and passenger connectivity, functionality and usability requirements.

The all-new Sportage is fully connected with access to the latest over-the-air software and map updates, while the Kia Connect smartphone app allows users to connect with their vehicle remotely. Drivers can sync calendars, plan journeys with online navigation and access key onboard features including live traffic alerts, local fuel station information and real-time weather forecasts. A simple tap into the Remote Monitoring section of the Kia Connect app will even remind the driver if their doors are locked, the windows are up, and where they left their vehicle.

**Intuitive controls**

Each interface has been designed to be highly intuitive to operate and easy to reach. An integrated infotainment and climate control system removes clutter for a streamlined look and ensures front seat occupants can access these key controls without the need to scroll through multiple menus. An electronic parking brake, a standard feature on all models, is conveniently located by the steering wheel, helping to free-up additional space on the centre console.

Careful attention has been paid throughout the cabin to ensure occupants have space to relax and enjoy every journey. The ergonomic centre console features a shift-by-wire transmission dial on certain models that’s easy to see and reach, while a smartphone charging bay offers high-speed 15W wireless charging. A three-zone air conditioning system allows front and rear passengers to tailor the interior temperature for enhanced comfort. Further convenience features abound throughout the interior, from USB fast chargers and multi-purpose hangers located on the seat backs, to 40:20:40 split folding rear seats to aid the loading of bulkier items.

As well as travelling in supreme comfort, passengers will also enjoy fully immersive, in-car surround sound via an industry-leading Harman Kardon premium sound system.

**Carefully selected materials**

Such is the popularity of the Sportage in Europe, Kia’s designers researched the tastes of European customers before carefully selecting the colours, materials and patterns for the seats and trim. Only the highest quality materials have been chosen that are sumptuous to touch, highly durable and provide a rich, premium feel. Interior mood lighting ensures the cabin is a welcoming space for all occupants.

Finely detailed aluminium-inspired air vents and a signature strip that runs across the width of the dashboard and onto the door panels help to give the all-new Sportage a luxurious appearance. A top rung GT-line model is also available, with trim that further accentuates the SUV’s sporty and dynamic nature. Premium dark suede and leather are used for the seats, while a black headlining and suede trim inserts add to the GT-line’s intimate feel. A sporty and ergonomic flat-bottomed steering wheel complete with stylish GT-line emblem enhances agility and ensures drivers feel even more connected to the driving experience.

**Intelligent interior space**

The all-new Sportage’s interior proportions have been specifically honed for European customers, combining practicality, functionality and versatility. A compact wheelbase of 2,680mm, a width of 1,865mm, length of 4,515mm and height of 1,645mm has ensured Kia’s latest SUV offers a highly spacious interior for passengers and their luggage.

The Sportage provides front seat passengers with an expansive environment to get truly comfortable, while second-row occupants are treated to 996mm of legroom courtesy of front seats that feature a sporty slimline design. Luggage capacity comes in at up to 591 litres (VDA), rising up to 1,780 litres with the rear seats folded\*.

Along with IC engine models, the all-new Sportage will also be available with mild-hybrid (MHEV), hybrid (HEV) and plug-in hybrid (PHEV) powertrains for a no-compromise eco-friendly experience. The packaging of the HEV and PHEV models has been carefully arranged to minimise any impact on passenger and luggage space. For the HEV derivative, the battery pack is placed under the second-row seats, resulting in similar legroom and cargo volume as the IC engine Sportage models. For the PHEV Sportage, the high-voltage battery is placed under the body of the SUV, ensuring a balanced weight distribution and an interior space that remains practical, comfortable and versatile.

Manufactured in Europe, the all-new Kia Sportage will go on-sale in the second half of December 2021.

Ends

**Notes to editors**

\*Interior dimensions are preliminary figures and are subject to validation.

**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.*