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NEWS

**Kia teases the all-new Niro**

**ahead of 2021 Seoul Mobility Show debut**

* **The all-new Niro to be unveiled at the Seoul Mobility Show, following Kia's announcement of becoming 'Sustainable Mobility Solutions Provider'**
* **Niro inherits bold design elements from the 2019 Habaniro concept**

**(Seoul) November 22, 2021** – Kia has revealed the first glimpse of the all-new Niro, a model that has been an integral part of Kia’s growing eco-friendly line up.

Redesigned under the company’s [‘Opposites United’ design philosophy](https://www.kianewscenter.com/News/kia-reveals-new-design-philosophy-and-full-images-of-ev6/s/ab39d812-3605-4288-99eb-cd3307ad7291), the all-new Niro clearly illustrates Kia’s commitment to sustainability. Taking inspiration from the natural world that sustainable mobility aims to protect, the new Niro appeals to the complex needs of sustainability-conscious consumers and delivers a design that connects eco-friendliness with fun and driving pleasure.

The new Niro's exterior extends the bold design elements first shown on the [Habaniro concept](https://www.kianewscenter.com/News/kia-habaniro-concept-heats-up-manhattan/s/b977613e-4b14-4cc3-9f51-48508cb0321a) in 2019. The stylish and bold crossover embodies Habaniro’s adventure-ready attitude with a clean and high-tech two tone body. Inside the cabin, the unconventional asymmetric dash combines horizontal and diagonal forms to realize ‘Opposites United’ design cues, and it fulfills ‘Joy for Reason’ ethos with its bold, practical and eco-friendly construction.

The all-new Niro will be unveiled at this year’s Seoul Mobility Show at 11:30 am KST on November 25.

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**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://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)