

NEWS

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**Sjoerd Knipping promoted to**

**Vice President of Marketing and Product**

* **Knipping promoted to new role of Vice President of Marketing and Product**
* **Marketing and Product to be run collaboratively to align Kia´s long-term strategic plans**

**January 11, 2022**– Sjoerd Knipping, who joined Kia Europe at the beginning of 2021, has been promoted to Vice President of the newly created Marketing and Product division. This new department has been established to unite again the two functions and help realise Kia’s long-term strategic plans for sustainable, electrified mobility.

Knipping has held various positions within the Kia family since initially joining Kia Netherlands ten years ago. He brings over two decades of automotive expertise and experience to the brand and has supported in shaping the product strategy for Kia in Europe since joining as Director for Product and Planning in January 2021.

In his new post, Knipping will head up the Marketing and Product team, focusing on further aligning the company’s electrified model line-up with its marketing strategy. Kia’s first dedicated EV, the EV6 crossover, has been well received since going on sale last year and has set the tone for Kia’s plans to go ‘electric only’ in Europe by 2035.

Commenting on his promotion to the position of Vice President of Marketing and Product for Kia Europe, Knipping said: “I am delighted to have been given this incredible opportunity to help shape the future of the Kia brand over the coming years. Kia is at the forefront of the shift to e-mobility, and we hope to continue recent momentum with new products and be seen as a leader in sustainable mobility solutions.”

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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.*