A picture containing text, computer, dark

Description automatically generated

**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

**For immediate release**

**Kia to trial enhanced warning systems to improve European road safety**

* **Safety Priority Services project will use live data to warn drivers of upcoming hazards and approaching emergency service vehicles**
* **Builds on Kia’s current built-in warning features, such as for obstacles in the road, accidents and exceptional weather conditions**
* **Warnings to be incorporated into vehicles’ existing systems; will minimise driver distractions**
* **Three-year trial comes ahead of new EU legislation in 2025**

**July 4, 2022** – Kia is exploring the development and evaluation of advanced new in-vehicle warning systems that will alert drivers to driving hazards using live data, building on its existing portfolio of driver alert features. The trial is part of the Safety Priority Services project, a scheme initiated by the Dutch Government aimed at improving road safety, ahead of new EU legislation that is expected to come into force in 2025.

Working in collaboration with Hyundai, TomTom, ANWB, Inrix and Be-Mobile, Kia is exploring the potential to warn drivers of approaching emergency service vehicles. With many drivers unsure of the direction of travel of such vehicles on hearing a siren, the new warning system will indicate the type of emergency service vehicle and the direction from which it is approaching. The new feature would initially work with ambulances before other types of emergency vehicles are added.

Kia is also looking to develop warnings that can alert drivers to additional everyday hazards, including unexpected and potentially dangerous situations. Drivers could be warned about approaching vehicles travelling the wrong way, closed lanes, and upcoming traffic jams that might be obscured. This would augment existing alerts available through the infotainment systems of Kia vehicles, such as for obstacles in the road, roadworks, accidents, and anticipated exceptional weather conditions.

While the exact criteria will be agreed in advance by the Dutch Government, Kia will aim to incorporate these additional warnings within its vehicles’ existing infotainment system to avoid unnecessary driver distractions, with audio, visual and haptic warnings enhancing awareness. The warnings won’t require any input, ensuring drivers can keep their hands on the steering wheel. Throughout the trial, Kia will provide feedback on the quality of the NDW data so that it can be improved where necessary.

Sjoerd Knipping, Vice-President Product and Marketing at Kia Europe, said: “We’re always looking at ways to improve vehicle safety for our customers and other road users by developing the latest high-tech active safety features for our vehicles. With our involvement in the Safety Priority Services project, we look forward to developing a new range of innovative warning systems to make driving in Europe even safer.”

Mark Harbers, the Dutch Minister of Infrastructure and Water Management, said: "98% of motorists now use digital information while driving. In addition, pilots and projects show that providing warnings while driving has a positive effect on road safety. I would like to embrace these developments, in part because drivers of cars and trucks, for example, indicate that they appreciate such warnings and increasingly rely on them. That's why we will now start our collaboration with six organisations: we will ensure that they safely provide the right information to drivers."

The Safety Priority Services project will run for three years in preparation for an anticipated new obligation to share data related to warnings, which is expected to be enshrined in European regulations in 2025.

- Ends -

**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a globally recognised brand with a vision to create sustainable mobility solutions that inspire movement around the world. As a Sustainable Mobility Solutions Provider, Kia is spearheading the popularisation of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging people around the world to explore the best ways to travel.*

*Kia Europe, headquartered in Frankfurt, Germany, employs in total over 5,500 employees from 37 nationalities in 39 markets across Europe and the Caucasus. It also oversees European production at the company’s state-of-the-art facility in Zilina, Slovakia.*

*Kia’s innovative products continue to attract great acclaim, notably the EV6 battery electric vehicle becoming the first Korean car to be named European Car of the Year in 2022.*

*Further information can be found here:* [www.press.kia.com](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.press.kia.com%2F&data=05%7C01%7CPGHuerta%40kia-europe.com%7C02ad41a8d23f4c4839fd08da2f631625%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C637874399860348373%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=r0GDqWEVa%2FMjWrJFPsvCxJ8Jw5xmm8JJYQE24POw6B4%3D&reserved=0)