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NEWS

**Embargoed until 09:00 AM CEST, July 13, 2022**

**Kia releases sketches of new**

**XCeed ahead of upcoming reveal**

* **Refreshed exterior and enhanced interior for popular compact crossover**
* **Dynamic GT-line trim available for the first time; combines sporty and emotional design cues**
* **Highly efficient electrified powertrains and cutting-edge tech for best-selling variant of the Ceed family**
* **Reveal scheduled for 09:00 AM CEST on Monday July 18**

**July 13, 2022 -** Kia has revealed the first official sketches of the new XCeed compact crossover ahead of its reveal next week. The updated model will receive a sharp new exterior, an enhanced interior, an all-new sporty GT-line trim level, and a range of efficient and electrified powertrain options.

As the best-selling member of the European-designed, -engineered, -built and -sold Ceed model family, the XCeed has been acclaimed by customers for its commanding driving position, dynamic handling and everyday practicality. A comprehensive range of enhancements will make it an even more enticing proposition in the popular C-Crossover segment. Joining a series of stylish exterior and interior improvements will come the option of a dynamic GT-line trim for the first time. This new variant will fuse the adventurous design cues of a crossover with the sporty vibe of a focused European hatchback.

The arrival of the new XCeed will support Kia’s transition into a sustainable mobility solutions provider by being available with a range of highly efficient electrified powertrains, including mild-hybrid (MHEV) and plug-in hybrid (PHEV) options. The latest advanced safety, connectivity and infotainment technologies will enhance everyday usability and enjoyment behind the wheel.

The new XCeed will be revealed on Kia owned channels at 09:00 AM CEST on Monday July 18 ahead of European sales commencing later this year.

- Ends -

**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a global mobility brand that is creating innovative, pioneering and leading sustainable mobility solutions for consumers, communities and societies 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 of getting around.*

*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)