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NEWS

**Embargoed until 09:00 AM CEST, September 2, 2022**

**New Kia XCeed rolls off upgraded Žilina production line**

* **Advanced automation at Kia´s Slovakian factory has led to more efficient and sustainable production**
* **New model features striking new exterior design, enhanced interior and choice of highly efficient electrified powertrains**
* **The new Kia XCeed available to order from September 2022**

**Frankfurt | September 2, 2022** – The first examples of the new Kia XCeed compact crossover have rolled off the company’s production line in Žilina, Slovakia, kicking off the use of more efficient and sustainable production techniques in the factory.

The upgraded production line features 40 new advanced robots in the paint and assembly halls, part of a long-term plan to increase automation, efficiency and compliance with the latest environmental standards. Regarding sustainability, Kia’s Slovakian facility uses 100% renewable energy for its operations, while heat and water from the paint shop are recycled across the plant to cut waste.

All Kia models at Žilina are manufactured on the same production line, which further aids efficiency and helps it better respond to changing patterns of demand across the different model ranges. Along with the new XCeed, Zilina also manufactures other members of the Ceed model family along with the fifth-generation Sportage. The facility also assembles the ‘Smartstream’ 1.5-litre ‘Kappa’ gasoline and mild-hybrid powertrains, along with the 1.6-litre ‘Gamma’ T-GDi engine.

**The new Kia XCeed**

The XCeed’s product enhancements, which include a striking new exterior design, enhanced interior, and a sporty new GT-line trim for the first time, will ensure the model continues to offer an enticing proposition in the popular C-Crossover segment. The previous XCeed became the best-selling member of the wider Ceed model family, with 40% of sales and a total production volume of over 120,000 units.

The new XCeed is available with a choice of highly efficient electrified powertrains, including mild-hybrid (MHEV) and plug-in hybrid (PHEV); the latter providing an electric-only driving range of up to 60km. All variants will be available to order from September 2022.

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**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 popularization 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)