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NEWS

**Embargoed until 09:00 AM CEST, September 8, 2022**

**Kia wins two Red Dot Awards for the ‘Moving Inspiration Project’**

* **Kia wins ‘Advertising’ and ‘Spatial Communication’ accolades as part of the Red Dot Design Awards**
* **Design installation created to highlight dynamism of the all-electric EV6 crossover and Kia’s brand philosophy**
* **New videos showcase the artwork, from initial inspiration through to installation**
* **EV6 is the first Asian vehicle to be exhibited permanently in the Automotive Museum in Turin**
* **Accolades follow EV6’s overall victory in flagship Red Dot Design Awards in March**

**September 8, 2022** – Kia has won two Red Dot Awards for the brand’s ‘Moving Inspiration Project’, a design installation created to support the Italian launch of the highly acclaimed EV6 all-electric crossover. The installation and dedicated communication campaign took the ‘Advertising’ and ‘Spatial Communication’ accolades as part of Red Dot Design Awards.

Produced in collaboration between Kia Italy, Innocean Italy and Roberto Palomba (Palomba Serafini Studio), and inspired by Kia’s slogan ‘Movement that Inspires’, the new installation was created to highlight the dynamism of the EV6 and Kia’s brand philosophy. First revealed during the EV6’s Italian National Test Drive occasion in November last year, it evokes the idea of a car that appears to be moving even when static.

The project was shared through three videos (see links below), first posted on a dedicated landing page on Kia Italy’s official website, as well as on Kia’s SNS channels. The first video called ‘Inspiration’ helped to illustrate the genesis of the project from the artists point of view, while the second video called ‘Creation’ focused on the realisation of the installation. The final video called ‘Installation’ showed the artwork in its final form.

Further highlighting the EV6’s standout design and electric capabilities, Kia’s renowned crossover is also the first Asian vehicle to be exhibited permanently at MAUTO, the Automotive Museum in Turin. The EV6 has become part of the museum’s permanent collection within the exhibition centre dedicated to engines. The EV6 is on show alongside the ‘Moving Inspiration’ installation created on the occasion of the vehicle’s commercial launch.

David Hilbert, Marketing Director at Kia Europe, said: “This has been an outstanding year for the EV6, winning a number of awards, including the European Car of the Year, to receiving extremely positive reviews from media and customers alike. This captivating design installation further highlights the EV6’s stand-out design as well as our ‘Opposites United’ design philosophy. We’re honoured that this installation has been appreciated not only by our customers, but also by the Red Dot jury.”

In March, the Kia EV6 claimed overall victory in the prestigious 2022 Red Dot Design Awards by picking up the ‘Red Dot: Best of the Best’ accolade for its pioneering and forward-looking design. The all-electric crossover was also named winner of the Red Dot category: ‘Innovative Products’. As well as scooping these Red Dot awards, the EV6 has also won ‘2022 European Car of the Year’, ‘German Car of the Year 2022’ in the Premium category, "Irish Car of the Year 2022", UK’s "What Car? Car of the Year 2022", "Crossover of the Year" at the TopGear.com Awards 2021 and the inaugural "Best Cars of the Year" Awards 2021/22.

To view the three ‘Moving Inspiration Project’ videos, please click on the following links:

**Inspiration:** [Moving Inspiration Project | Episodio 1](https://youtu.be/CcmSAE9Vjhw)

**Creation:** [Moving inspiration Project | Episodio 2](https://youtu.be/b41pD6OKQ2c)

**Installation:** [Moving Inspiration Project | Episodio 3](https://youtu.be/2qS16kymYrg)

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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)