

**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 Slovakia enters partnership with University of Zilina**

* **Kia Slovakia and University of Žilina sign Memorandum of Understanding**
* **Memorandum represents a mutually beneficial agreement on education, science, cooperation and research activities**

**January 27, 2023 –** Yesterday, the President and CEO of Kia Slovakia, Mr. Geon Won Shin, signed a joint Memorandum of Understanding with the Rector of the University of Žilina, Prof. Ing. Jan Celko. Both parties decided to formalize a mutually beneficial agreement on education, science, cooperation, and research activities.

“With the signing of the Memorandum, we formally start the cooperation which will bring many benefits to both parties,” says Geon Won Shin, President, and CEO of Kia Slovakia. “This is primarily in the areas of projects, grants, and solutions in the fields of education, science, and research. I believe that the mutual support and cooperation of experts from both sides in the fields of engineering, Industry 4.0, management, ergonomics, and other issues related to the automotive industry will soon bring the first results.”

“I am pleased that we are expanding the possibilities of mutual cooperation, which, thanks to our researchers and students, can also bring practical outputs for the needs of practice and enable the development of education according to the current market requirements,” says Ján Čelko, Rector of UNIZA.

The President of Kia Europe, Jason Jeong, also attended the signing ceremony, as Kia Europe oversees all operations within the region and is fully committed to attracting the best talent on the continent for all business areas.

“Kia recognizes that to be the number one mobility provider, we require winning the race for talent amongst likeminded individuals – in this case, the youth – who will strongly determine not only the future of Kia, but also the future which we will live in,” says Jason Jeong.

In addition to mutual consultations between experts from both sides, the memorandum is also intended to facilitate research, development, and other creative activities of students in the preparation of their bachelor's, master’s, and doctoral theses. Kia Slovakia also commits to provide free internships, work experience or even paid scholarships for students at the University of Žilina.

– 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 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)

**About Kia Slovakia s. r. o.**

*Kia Slovakia s.r.o. is the only production plant of Kia Corporation in Europe. The plant was built between 2004 and 2006. Production of cars as well as engines started in December 2006. Kia Slovakia employs 3 700 people and produces Kia Ceed models in four body styles - Ceed, Sportswagon, ProCeed and XCeed. The second model is the Kia Sportage sport-utility vehicle. Kia Slovakia s.r.o. is one of the largest manufacturers and exporters in Slovakia. Since the start of series production in December 2006, more than 4 million vehicles and more than 6 million engines have left the factory gates.*

**About University of Žilina**

*The University of Žilina is a modern university-type college with a rich tradition. At seven faculties (Faculty of Operation and Economics of Transport and Communications, Faculty of Mechanical Engineering, Faculty of Electrical Engineering and Information Technology, Faculty of Civil Engineering, Faculty of Safety Engineering, Faculty of Management and Informatics, Faculty of Humanities) it currently educates almost 8,000 students in 169 accredited study programmes in all forms and levels of higher education. More than 80,000 graduates have successfully completed their studies at the University of Žilina, including almost 2,000 foreign students. There are 1 447 employees at the University, including 556 university teachers. With its seventy-year history, it has occupied a leading position in the Slovak educational space, not only in terms of the number of students and the range of accredited study programmes, but especially in terms of its significant research and international activities.*