NEWS

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**For immediate release**

**Kia partners with Alyson Tabbitha to electrify League of Legends champion**

* **Online gaming character Katarina, now “electrified”**
* **Behind-the-scenes video airing out today reveals all the details**

**March 18, 2023** – Popular cosplayer Alyson Tabbitha has undergone a transformation: as part of a partnership with Kia Europe, she has created an ‘electrified’ version of the League of Legends champion Katarina. Two videos recently shared on [Facebook](https://www.facebook.com/watch/?v=3461287430785087) and [Instagram](https://www.instagram.com/reel/CpnaQEkDuQY/) show her changing into the character from the hit online game, while a [behind-the-scenes video](https://www.instagram.com/reel/Cp5muksvSqG/?utm_source=ig_web_copy_link) reveals how she accomplished the unique and creative look.

“I always wanted to do a costume for Katarina, and for the #LegendsGoElectric I even made two!” cosplayer Alyson Tabbitha wrote in a social media post. “Turning this legend electric for #Kia was hard work but so much fun! I was inspired by the Death Sworn Katarina, and I absolutely love the final electric look.”

Kia Europe decided to partner with Alyson Tabbitha to strengthen its e-Sports partnership with the League of Legends EMEA Championship and to draw attention to Kia´s future strategy, because electrification is an important pillar of it. With the shared values of progress, self-expression, and an affinity for technology, the partnership was a natural fit between the two brands.

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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.*

**About League of Legends (LoL)**

*League of Legends (LoL) was launched in 2009 as a free-to-play multiplayer online battle arena (MOBA) game and went on to become the world’s premier esports platform. It has over 150 million registered players worldwide, with over 13 million active on the platform each day. Viewing figures for the 2022 LEC Summer Split peaked at just under 750,000 and was watched for 30.4M hours.*