NEWS

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**For immediate release.**

**Kia Europe establishes European Automotive Safety Office (EASO)**

* **New department elevates Kia’s approach towards customer safety in holistic fashion**
* **EASO symbolizes Kia’s unwavering commitment to not just meet, but exceed safety expectations**
* **Key responsibilities include monitoring and driving safety trends through data, assessing safety concerns, and direct communication with authorities**

**February 5, 2024**– Kia Europe has established the European Automotive Safety Office (EASO). The new department, which took office on the 1st of February, will comprise and spearhead all of Kia Europe’s efforts towards customer safety, thereby elevating Kia’s approach in holistic fashion.

The new department’s key responsibilities include monitoring and driving safety trends through data and social media, assessing safety concerns, and direct communication with Kia’s “Korean Automotive Safety Office” (KASO) as well as with authorities in order to initiate and implement possible actions.

“Kia’s European Automotive Safety Office prioritizes safety above all, focusing on protecting our customers and surroundings on European roads,” Marc Hedrich, President and CEO of Kia Europe, said. “It symbolizes Kia’s unwavering commitment to not just meet but exceed the safety expectations of our valued customers.”

The establishment of the European Automotive Safety Office is a culmination of Kia’s long-held commitment to customer safety. As such, it now succeeds the organization’s quality department, from which it has evolved.

“The European Automotive Safety Office is built on a foundational principle: People are our most important and valuable asset, and their safety is our top priority. By taking customer-centricity to the next level we will not only ensure the highest safety standards in our vehicles but also foster a culture where every employee is an ambassador of customer safety,” said Marc Hedrich.

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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 40 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)