NEWS

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**The Kia EV9 powers a light installation to mimic the sun in Norway**

* **The EV9 features Vehicle-to-Load (V2L) that enables appliances and power cables to be plugged into the vehicle’s charging port**
* **Special Kia campaign sees a 5 metre LED disc mounted on a frame to closely mimic sunlight, powered by the EV9**

**February 23, 2024**– A unique installation from Kia, set up with the experiential design studio VOID and the creative agency Innocean, has brought sunlight to one of the darkest areas of Norway, a country where the sun barely comes up in winter, with a 5 metre LED disc powered by a Kia EV9.

This temporary sun, demonstrates the impressive power capabilities of the EV9’s vehicle-to-load (V2L) technology and emphasises the importance of sunlight, as [a lack of light can impact a person’s energy levels, mental health, immune system, and sleep pattern](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5299389/).

“The EV9 is exciting when moving, but also when stationary with innovative features such as bidirectional charging,” said David Hilbert, Head of Marketing, Kia Europe. “This technology can extend the role electric vehicles play in our lives, whether it’s for camping, providing a power source for a mobile office, or even being part of the broader electricity grid with the Vehicle-to-Grid (V2G) technology.”

The light installation was set up in Rampton, a campground on a fjord 35 kilometres southwest of Oslo. The picturesque beach, with a small island across from it, made an ideal location for mimicking a sunrise along the shoreline. Once fully illuminated, the temporary sun could be seen from several kilometres away. The EV9 was able to drive from Oslo to Rampton, power the light for twenty-four hours, and then return to Oslo without range anxiety. A documentary about the light installation can be watched [here](https://youtu.be/hAnpZ6Uy6Ho).

“By blending cutting-edge technology with artistic expression, we've created an art installation that captures not only the essence of Kia's brand but also responds to real life challenges. With this project we continue to push the limits of creativity and innovation with Kia, always with the aim of inspiring others,” said Gabriel Mattar, COO, Innocean.

**The EV9 as a mobile power station**

Kia Smart Charge is taking electric vehicle power usage into the sustainable era, through bidirectional charging. This enables energy to flow both ways, into and out of the vehicle. V2L, first introduced with the Kia EV6 and available standard with the EV9, allows customers to power 110V/220V appliances using their EV9 battery, which can hold 99.8 kilowatt hours of energy, by plugging the cable into the vehicle’s charging port.

The same technology enables V2H (Vehicle-to-Home), V2G (Vehicle-to-Grid), and V2V (Vehicle-to-Vehicle). In the United States, Wallbox, a global leader in electric vehicle charging and energy management solutions, is working with Kia America to bring bidirectional charging to Kia’s EV9 customers. In Europe, Kia is commissioning a V2G pilot in Netherlands with a supplier called Jedlix".

Already a multiple-award winner, the EV9 combines SUV strength, cutting-edge electric vehicle styling and advanced technologies, placing it at the forefront of the SUV category. Built on the Electric Global Modular Platform, the EV9 ensures athletic performance and an all-electric range of more than 563 km. Its ultra-fast 800-volt charging capability allows for up to 249 km of range to be replenished in just 15 minutes.

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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)

**About Innocean Worldwide Europe**

*INNOCEAN Worldwide, launched in 2005 as the marketing vanguard for Hyundai Motor Group, evolved rapidly into a true global marketing communications company, with almost 3,000 employees and a worldwide network consisting of 29 overseas operations. Its European network, with more than 350 employees from 30+ nationalities, builds bespoke international teams in proximity to clients across its offices in Frankfurt am Main (also serving as the regional HQ), London, Paris, Madrid, Milan, Moscow and Istanbul.*

*The agency has accelerated its expansion since the set-up of a European Creative Hub in Berlin. In 2018, it hired Gabriel Mattar and Ricardo Wolff as European COO and ECD respectively, to lead a tight-knit, award-winning international creative team based at the Hackescher Markt. Further information can be found here:* [www.innocean.eu](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.innocean.eu%2F&data=05%7C02%7CJDignadice%40kia-europe.com%7C85f5134ee7c244891f4108dc2c9594d6%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C638434268171204126%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=WtM0sHo7Nz9oZJkt7dI6iIY43J%2FdfWJ9Jp8PB3g%2FEeU%3D&reserved=0) and [www.innoceanberlin.com](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.innoceanberlin.com%2F&data=05%7C02%7CJDignadice%40kia-europe.com%7C85f5134ee7c244891f4108dc2c9594d6%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C638434268171215264%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=sOjT0yMC1OAZnemPRAO4bj2bmOpC0V1B9s0mx5sXZ6E%3D&reserved=0)

**About Void**

*Void is an interdisciplinary experiential design studio and atelier. “We design, manufacture and execute custom temporary or permanent installations that incorporate digital features in real space, through architecture, sculpture, kinetics, audio, lights and sensors.” Further information can be found here:* [*https://void.as/*](https://void.as/)