NEWS

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**For immediate release**

**The Kia K4 teased ahead of**

**New York International Auto Show premiere**

* **Kia releases teaser images providing first glimpse of the K4 next-generation compact sedan**
* **Image alludes to exceptional fusion of advanced technology and alluring aesthetics**
* **Kia K4 scheduled for global design reveal, March 21 2024, ahead of world premiere at New York Auto Show, March 27 2024**

**(Seoul) March 14, 2024** – Kia today unveiled a series of teaser images of the Kia K4 next-generation compact sedan. The images evoke an exceptional fusion of advanced technology and alluring aesthetics seamlessly encapsulated within the K4’s sleek contours.

Sinuous flowing lines impart an aura of sleek sophistication, subtly entwined with ample space and practicality and a pure sporting ambience.

Kia will reveal the full design of the K4 on March 21, 2024, followed by the vehicle’s global premiere at the New York International Auto Show, March 27, 2024.

Kia will present a live broadcast of the global premiere in New York, which everyone is welcome to join at worldwide.kia.com as the K4 introduces new standards for design, innovation and driving appeal to the compact sedan sector. Kia will release further updates ahead of the event.

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**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company’s brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)

**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)