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**Kia Europe media contact**

Pablo González Huerta

Manager Public Relations & Communications

T. +49 69 850 928 342

E. pghuerta@kia-europe.com

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**Upgraded MyKia online platform further enhances the car ownership experience**

* **Visually and technically upgraded website enables customers to easily interact with the Kia sales and service network**
* **New MyService platform allows Kia dealerships to efficiently schedule service and maintenance with customers**

**March 22, 2024**– The MyKia online platform puts all the relevant aspects of the car ownership experience at a customer’s fingertips, including sales, service, maintenance, manuals, and customer offers. Kia is now rolling out a visually and technically refreshed version of the MyKia that raises the standard of information, communication, and customer interaction to a new level. The seamless digital experience includes a new user interface adapted for both business and design needs, enabling users to easily interact with the authorised Kia service network in Europe.

Sweden was the initial launch country, with the go-live in July 2023. Selected for connection in phases 2 and 3 through the course of 2024 are Austria, Benelux, Czech Republic, France, Germany, Hungary, Ireland, Italy, and Slovakia.

“We wanted to take a transformative approach to our platform, with numerous new functions and our signature design,” said Carlos Lahoz, Vice President Sales, and Ownership Experience, at Kia Europe. “The upgrade MyKia has received enables us to deliver offers and services directly to our customers in an engaging and convenient way.”

**Dealers are also in the focus**

Kia has also developed an online platform specifically for dealerships. MyService is designed to provide dealerships with fully digital interactive processes with customers, to efficiently manage appointments, perform inspections, generate quotations, receive authorisations, and offer promotions in a user-friendly way.

Kia dealers in Sweden, where MyService is already in use, have increased the number of online bookings by 32 percent, as MyService makes the organizing service and maintenance more efficient, and the appointment can be confirmed with just a few clicks. “Focusing on our customers’ needs is our number one priority at Kia and that’s why we are always striving to improve the brand experience and collaboration with all our stakeholders," concludes Lahoz.

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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)