



KIA TO REVEAL THE ALL-NEW CARENS AT BONIFACIO HIGH STREET

PHILIPPINES – Kia has been successful in spreading its name as one of the most dynamic global brands worldwide because of its superior value, distinctive design and remarkable lineup of innovative nameplates. This month, Kia is once again ready to pleasantly surprise the public as they introduce the newest member of their family – The All-New Kia Carens.

The Big Reveal

In preparation for the arrival of the All-New Carens, Kia has collaborated with DreamWorks' animated film, *The Croods*, to introduce the newest member of the family in a fun, different and thematic way.

Before the All-New Kia Carens even enters the Philippine market, it has already made its mark internationally. The design team behind the All-New Carens won a Gold Star Car Award by Wheels magazine from Australia for the second consecutive year, as well as four prestigious 'Red Dot' design awards. The Red Dot is an internationally recognized seal of quality, and as an award giving body, it is considered one of the most prestigious design awards in the world.

Witness the launch of the All-New Carens on May 31, 2013 at Bonifacio Global High Street, Taguig and find out why only glamorous Monaco would do for the international reveal of the All-New Kia Carens.

All-New Carens Delivers Stylish, Spacious Practicality

The All-New Kia Carens is a compact MPV designed and engineered from a clean sheet to meet the needs of modern families. With sleek aerodynamics and a cab-forward design, it blends contemporary and distinctive exterior styling with a fresh and trendy interior.

Offering customers in the Philippine market a diesel powertrain, up to seven seats and a broad range of convenience and safety features, the new third-generation Carens is set to attract even more customers to the Kia brand.

“The All-New Carens takes Kia back into one of the most important and competitive sectors of the global market with a strong contender for class-honors. Very stylish and sporty looking, the All-New Carens has a spacious and versatile interior with seven seats, a large cargo bay and storage compartments throughout the cabin,” comments Thomas Oh, Kia’s Executive Vice President & COO of the International Business Division. “This model will have great appeal to families with an active lifestyle who don’t want to compromise between style and practicality. It is destined to attract many new customers to our showrooms and introduce them to the benefits of Kia ownership,” adds Mr. Oh.

Measuring 4.5-meters long, the new Kia Carens is a more compact, but also more spacious vehicle than the previous generation model. Cabin space is generous thanks to the new model’s increased wheelbase (up by 50 mm, to 2750 mm), skillful packaging and cab-forward design that place the base of the A-pillar above the front-wheel center line. Overall, the new Carens is 20 mm shorter, 15 mm narrower and 40 mm lower. Its overall height (1,610 mm) is the same as the Kia Soul and is one of the lowest in class – giving the model an especially sporty appearance. The contemporary styling of new Carens is also highlighted by its standard LED positioning lights.

The All-New Kia Carens is a completely fresh model from the ground up, and its sleek and sculpted design marks a dramatic shift away from the look of its predecessor. It builds on the functionality and versatility of the original Carens, with a spacious seven-seater layout, a generously proportioned luggage bay and numerous storage spaces, and wraps this family-friendly adaptability in more purposeful sheet metal.

Up-to-date Comfort & Convenience Features of the All-New Carens

The All-New Carens is a truly innovative compact MPV which introduces a wealth of up-to-date, new comfort and technical features to advance every aspect of every journey for all occupants.

While the new Carens is a family-focused vehicle, driver comfort in every model is assured thanks to the tilt-and-telescopic adjustable steering wheel, height adjustable driver's seat and the adoption of an organ-type accelerator pedal pivoting on the floor and moving in a way that matches the natural motion of the human foot.

The new Carens will be available as in LX trim or as a higher-specification EX model – with seven seats – and a wide range of factory-fitted options. The Carens LX and EX models are equipped with standard LED front positioning lights, full automatic air-conditioning (EX only), rear cooling air vents, power windows (front and rear), a total of six audio speakers and an anti-theft alarm. Both models have special 'Clean-tex' (easy-clean) seat upholstery, fold-up front seatback and a forward folding front passenger seat – to accommodate long items of luggage. Exterior options include 16- and 17-inch alloy wheels, a chrome beltline molding, a three-part tilt-and-slide panoramic glass sunroof and puddle lights, plus front and rear parking sensors.

The Carens EX model comes with automatic climate control air-conditioning, cruise control, 10-way powered driver's seat, a 4.3-inch TFT LCD screen audio system, a Supervision instrument cluster with a 4.2-inch TFT LCD screen and high-definition graphics.

Engineered for Agility, Stability, Comfort and Refinement

Aside from its advanced comfort and convenience features, it's equipped with a U2 1.7-liter diesel engine which is also popular in a variety of Kia vehicles around the world. The new Carens produces a maximum power of 136 ps @ 4,000rpm and maximum torque of 33.7 kg-m @ 2,500 rpm when equipped with the manual transmission, or 32.6 kg-m @ 2,500 rpm with the automatic transmission.

Matching customers' rising expectations, every All-New Carens will be fitted with a six-speed transmission and every model will offer drivers a choice of manual or multi-mode automatic gearboxes.

The suspension and running gear of the All-New Carens have been comprehensively re-engineered and developed to deliver responsive handling, excellent straight-line stability, and exceptional ride quality and refinement on a wide variety of surfaces.

The All-New Carens is equipped with MacPherson strut front suspension mounted on an All-New sub-frame to isolate the cabin from road shocks.

The rear suspension features the new CTBA (coupled torsion beam axle) – which replaces the previous multi-link system. The system is engineered with a reinforced trailing-arms and sub-axles. It is designed to reduce under and bump-steer while delivering a comfortable ride.

Kia's new Flex Steer System is fitted as standard. This offers three different steering weights to match customer preference with Normal, Sport and Comfort modes – while leaving the gears unchanged.

The new Carens features an all-disc braking system as standard on all models. The performance of the braking system is supported by ABS (Anti-lock Braking System).

A Stronger Structure and Enhanced Safety Systems

Manufactured with 35.9% of high-strength steel, the new bodyshell is expected to achieve a 5-Star rating in Euro NCAP crash safety tests and in other official national safety tests.

Engineered for stability, comfort and refinement plus its balanced combination of proportion, style and functionality makes the All-New Carens distinct from other compact MPVs. It will be sporting a dynamic new look and its enhanced features and

safety standards are ideal for a growing family. Expect to see many more units of the All-New Carens in and around the cities all over the Philippines.

Get the Carens 1.7 EX A/T at Php 1,480,000, with three colors to choose from: Clear White, Galaxy Brown and Ebony Black. The available colors for the Carens 1.7 LX M/T and LX A/T (Php 1,140,000 and Php 1,230,000 respectively) are Clear White, Bright Silver, Camden Beige and Galaxy Brown.

Visit your nearest Kia dealership to test drive the All-New Carens and get ready to experience Kia's Power To Surprise first hand.

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Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.1 million Kia vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 44,000 employees worldwide and annual revenues of over US\$20 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.