

Fleet Brochure





Dear Partners,

Welcome to Kia, where movement inspires.

As President and CEO of Kia Europe, it is my privilege to introduce our latest corporate sales brochure, highlighting our company vision and state-of-the-art electrified line-up, including our award-winning Kia EV6 and EV9 models. Our full line-up comes equipped with cutting-edge technologies that perfectly embody our innovative design philosophy “Opposites United”.

Thanks to you, our valued customers, Kia has experienced remarkable growth throughout recent years, with new car sales exceeding 600,000 units for the region in 2023. This achievement underscores our dedication to meeting the evolving needs of our customers across Europe. In line with our sustainability goals, we are expanding our electrified line-up and charging infrastructure to support the transition to electric vehicles. Many of you are already embracing this shift, and we are here to facilitate your journey. Furthermore, the introduction of our new Platform Beyond Vehicle (PBV) line-up in 2025 underscores our commitment to the business community bringing flexibility, customization, and providing tailored solutions for your needs.

Lastly, at Kia customer satisfaction is paramount. We are committed to delivering best-in-class service, ensuring a seamless experience for our valued business customers. Please explore our latest offerings to discover how Kia can support your journey. Thank you for your trust and partnership as we drive together toward a brighter, sustainable future.

Sincerely,



Marc Hedrich
President & CEO
Kia Europe



Movement that Inspires

For over 80 years we have proudly delivered solutions that help people move from one location to another, connecting them with each other, and bridging physical and emotional distances between them.

As you can see, movement has always been at the heart of our brand.



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Movement that Inspires

We believe movement inspires ideas. When we move, we see new worlds, live new experiences, meet new people, discover new perspectives. Movement enables thinking, inspiration and progress.

With the new Kia, we exist to provide meaningful and convenient services that will free up time for activities that inspire you most. All creative activities begin with a movement!





Sustainability

Kia believes that sustainability should be at the core of everything we create. Therefore, our strategy focuses on sustainability at scale to generate real impact. Through R&D, Kia has established an action plan that impacts the Color, Material and Finish. We defined "10 must have items" that will be applied to all new Kia models, these sustainable solutions include fabrics and carpets using recycled ET, bio-based alternative leather, and Benzene, Toluene, Xylene - free paint.

We also understand that the road to sustainability must be a collaborative one. From strategic partnerships to community initiatives, Kia is actively engaging with like-minded organizations to amplify our impact.

Learn about Kia's partnership with The Ocean Cleanup and other partnerships for sustainable future.



THE OCEAN
CLEANUP



Design Philosophy

We bring you our new design philosophy - Opposites United, based on five key design pillars: 'Bold for Nature', 'Joy for Reason', 'Power to Progress', 'Technology for Life', and 'Tension for Serenity'.

At the centre of the new design philosophy there is a new visual identity evoking positive forces and natural energy, with contrasting combinations of sharp stylistic elements and sculptural shapes. We are taking the idea of opposition and using it to evolve the identity of Kia. We are using the concepts of disruption and contrast to create characterful designs.

The Opposites United design philosophy, which made its debut on the EV6 at the start of 2021 and will feature on all future Kia models, has led to Kia Corporation being honored at the 2024 Car Design Award ceremony with the prestigious accolade for 'Brand Design Language'.

Discover the different awards in design and quality Kia has received over the last years.





A great car deserves the best car warranty

Quality redefined. That's how we describe our 7 year or 150,000 km car warranty: a unique and clear commitment to ensuring you benefit from the highest standards in car manufacturing. It's also our commitment to you, demonstrating our confidence of quality in every component and that your Kia will stand the test of time.

Every one of our models is covered with a 7-year manufacturer's car warranty. You can also pass it on: reselling your Kia within the warranty terms. The new owner will also benefit from the remaining time or mileage. Our standard 7-year warranty gives you just as much coverage, if not more, than other extended car warranties. It's just one of the great benefits of the Kia Promise, giving you greater value for longer.

With Kia you get 7 years of driving pleasure, 7 years of fun, 7 years of adventure, excitement and exhilaration. Not to mention 7 years of lower running costs and 7 years of peace of mind...

Kia Connect

Connected to what matters

Kia offers you a range of services that enable you to stay connected and drive smarter.

From infotainment and charging, to safety and driving assistance - our integrated platforms are there to help every step of the way.

Discover our range of innovative car technology, designed to bring the driving experience of tomorrow into your car today.

Most Kia vehicles equipped with a navigation system and purchased from 2020 are connected and upon activation, Kia Connect GmbH would be able to share with you the following data via API: Mileage, GPS, Diagnostic Trouble Codes, Malfunction Lamps, EV Battery State Of Charge, Fuel Level.

For more information, please contact the Kia Connect Data team at datasupport@kia-connect.eu



Electrification

Powering the Future of Fleet Mobility

At Kia, our vision of sustainable mobility drives us to lead the way toward a greener future. Committed to achieving carbon neutrality by 2045, we focus on three core pillars: Sustainable Mobility for our products and services, Sustainable Energy for our production and ecosystem, and Sustainable Planet for our community involvement.

By developing cutting-edge EV technology, striking design, and intuitive services across our entire EV lineup, we aim to deliver Kia's unique value to fleet customers everywhere, ensuring your fleet is always ready to go the extra mile.





Mild-Hybrid

By seamlessly integrating a small electric generator rather than traditional components like the starter motor and alternator, our mild hybrids enhance fuel efficiency and slash CO₂ emissions.

Our mild-hybrid system optimizes energy usage during fuel-intensive activities like rapid acceleration and restarts, tapping into power from the generator.

But that's not all. Our mild hybrids ingeniously harness energy during braking, channeling it back to the battery for added electric assistance. The harmony between our combustion engines and a 48V lithium-ion battery, our powertrain systems not only reduce fuel consumption but also vehicle emissions.

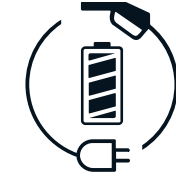


Hybrid

Discover the seamless blend of efficiency and convenience with our hybrid cars. Since 2011, our vehicles combine the power of an internal combustion engine with an electric motor and battery, providing a driving experience that's both eco-friendly and hassle-free. Unlike plug-in hybrids, our self-charging hybrids don't require external charging - the battery recharges effortlessly during deceleration, braking, or coasting.

With a hybrid car, you get the best of both worlds: the environmental benefits of using less fuel and emitting fewer CO₂ emissions, alongside the comfort of a reliable fuel engine as a backup. Our self-charging hybrids seamlessly switch between electric and fuel power, ensuring a smooth transition for drivers new to electric vehicles.



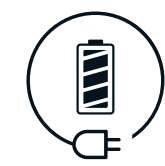


Plug-In Hybrid

Embark on a journey of unparalleled power and efficiency with Kia's Plug-In Hybrid vehicles. By seamlessly integrating a petrol engine with a rechargeable battery, our plug-in hybrids offer unmatched convenience while actively reducing your carbon footprint.

With a substantially larger battery capacity, you'll have access to more electricity and rely less on petrol, ensuring optimal fuel economy and an extended driving range.

Say goodbye to range anxiety - our plug-in hybrids prioritize electric power, seamlessly transitioning to the fuel engine only when necessary for longer journeys. Plus, with the option to install a charging point at home, you can effortlessly power up your vehicle before each journey, mirroring the convenience of refueling your tank.



Electric

In Kia's EVs cutting-edge technology meets eco-friendly mobility. With zero tailpipe emissions, our EVs redefine long-distance travel. Our EV6, for instance, equipped with advanced lithium-ion battery technology that enables an impressive range of up to 328 miles* on a single charge (combined WLTP testing).

Charging is a breeze, with our 800V architecture allowing us to recharge the EV6 from 10% to 80% in just 18 minutes. But it's not just about charging - our Kia Electric cars are engineered with innovative regenerative braking technology. This system captures kinetic energy during braking or deceleration, efficiently channeling it back to the battery for enhanced efficiency. Welcome to the future of sustainable mobility with Kia EVs, where every journey is powered by innovation.



The Kia Picanto

Travel in style.





Intuitive
safety features

Engine
Petrol 1.0 or 1.2

8" floating
touchscreen

Inspired interior design

A generous dashboard cut-through with a sophisticated satin chrome accent, contrast inserts and sleek vertical air vents - the Picanto is made to please.

Cool, Fresh, Modern Design

Taking Inspiration from the strong contrast found in nature, this front redesign expresses a robust yet refined modernity. From the expanded radiator grille conveying high performance, to the confidence of the black high-gloss front bumper.

The Kia Stonic

For those who like to stand out.





Feel the thrill inside

A distinct addition of sportiness and sophistication is sure to leave an impression inside the cabin. Expressed in design details that stand for athletic refinement. Just like the carbon look dashboard and D-Cut steering wheel in perforated leather complete with the GTL emblem. The dedicated seats are equally GT-inspired - finished in black cloth and artificial leather, with stylish piping, embossing and stitching.

Great spaciousness

Just because the Kia Stonic is sleek and fun doesn't mean it cuts corners on space. There's plenty of room to comfortably take friends along for a ride. Gear to haul? No problem. Simply fold down the 60:40 split rear seats to create ample space for your load.

Urban
Crossover

Manual and Automatic
Transmission

**Bold
design**

The Kia Ceed

Stay connected. Get inspired.





Powerful & efficient
Engines

JBL
premium sound system

Eco, Comfort and Sport
modes

Connected wherever you are

Even when you're not in your car, Kia Connect keeps you fully informed with all the information you need via its smartphone app. Vehicle status offers a comprehensive report on your car including whether windows are open or closed, fuel or battery charge and other vital diagnostic information before you leave. Tap door control to lock and unlock your car doors remotely. Check that your windows and bonnet are closed properly.

Full sports style

The new Kia Ceed sports a new front styling, incorporating a unique signature tiger-nose grille, as well as a cool horizontal air blade. And, the Ceed's newly designed triangular air curtain, effortlessly complements this model's new, sportier front bumper.

The Kia XCeed

The crossover. Redefined.





Electrify your trips

Experience the future of driving with the Xceed PHEV. Embrace responsible driving with seamless transitions between EV and Hybrid modes. Enjoy the freedom of fully electric driving with a remarkable 50km range on a full charge. Drive smart, drive electric.

Advanced easy loading

Smart Power Tailgate technology makes it easy to load your bags and belongings even when you have your hands full. The boot lid opens automatically when you approach the rear of the car with the key in your pocket or bag. Plus, the back seats split and fold in a 40:20:40 configuration to boost the boot's capacity to up to 1,378 litres. Available on the GT-Line S only.

Available in
**Gasoline
& PHEV**
versions

**Sporty
design**

**Ideal for
long distances**

Make way for wonderful.

With the Kia Niro electrified range.





**Hybrid &
Plug-In
Hybrid**

11.1 kWh
PHEV battery

Engine
Petrol 1.6

Embrace every journey.

The Niro PHEV offers complete flexibility. If needed, the efficient petrol engine will automatically take over and power the car, supply sufficient heating or accelerate. If these features are not needed, then the upgraded 11.1 kWh lithium-ion battery, is capable of delivering up to 65 km of electric powered driving. Perfect for low-cost, short journeys.

Public Charging.

Use Kia Charge to plan journeys with charging stops, consult station information and view pricing. All your expenses are consolidated in one monthly invoice so public charging has never been easier!



A stylish driver layout.

Complementing the textured recycled materials and relaxing ambient lighting, the centre console offers you integrated multimode controls with convenient management of your multimedia and climate settings. All framed by neat aesthetics featuring convertible console storage and movable cup holders.

Intelligent use of space

Thanks to a longer and wider wheelbase, the Kia Niro offers a whole new dimension in space and cargo storage - including 20 litres of front trunk storage under the bonnet. Whenever you need to accommodate even bigger items, the rear seats also fold down for up to 1,445 litres of storage capacity, depending on which Niro model you choose.

**Fully
Electric**

64.8 kWh
battery

Up to
460 km
driving range

The Kia Sportage

Built for endless inspiration.





Also available in
**Hybrid &
Plug-In Hybrid**

Evocative & contemporary
SUV design

Available
**Multi-terrain
AWD Mode**



Driver-centric cockpit.

Cutting-edge and clutter-free, the Sportage's premium cabin is designed with an unmistakable driver focus - from the state-of-the-art integrated curved display to the sporty D-cut black leather steering wheel and centre console with a shift-by-wire gear selector.



Practicality, functionality and versatility

Kia Sportage's intelligent interior space combines practicality, functionality and versatility. Luggage capacity is 591 litres (VDA) and to maximize convenience, the rear seats can fold down in a 40:20:40 split allowing for 1,780 litres cargo space.

The Kia Sorento

Move with peace of mind.





SUV styling, reimagined.

Upscaled LED headlamps showcase a new vertical design and the vertical taillamps featuring diagonal-shaped LEDs convey a solid SUV presence from behind. Dynamic feel brought by the boldy proportioned new wide bumper and skid plate.

A more enjoyable, satisfying drive.

Sorento model offers enhanced all-terrain capability over its forebears thanks to a new Terrain Mode. Paired with the optional all-wheel drive system, Terrain Mode makes the Sorento more capable in mud, snow and sand. With each mode selectable from a dial on the centre console.

5, 6, and 7 seater

available

Available in
**Hybrid &
Plug-In Hybrid
and Diesel**

Digital Key 2.0

The Kia EV3

Everything but ordinary.





Exemplary range and ultra-fast charging.

When the EV3's battery eventually needs replenishing, you can relax in the comfort of the living space-like interior as Kia's advanced Vehicle Charging Management System enables the battery to charge from 10-80 percent in approximately 31 minutes.

Best-in-class cargo volume.

With a luggage space of 460l and trunk capacity of 25l, the Kia EV3 delivers one of the best living and cargo sizes in its class. The adjustable two-tier luggage board provides over 140mm of load height flexibility, making it practical for activities like family camping trips.

**Fully
Electric**

81.4 kWh
long range model

Electric range up to
600 km
(WLTP)

The Kia EV6

Inspire your senses.





**Fully
Electric**

Ultra-fast
Charging Time

Electric range up to
528 km
(WLTP)

A view to a thrill

A drive with real vision. With the immersive Panoramic dual 12.3" curved displays, you're able to select exactly what you need to see, simply and intuitively. Complete control right at your fingertips.

Future interior design

Beautiful on the inside. An interior cabin that's spacious and fully focused on the future of driving. Safety and comfort both taken care of.

The Kia EV9

A drive towards sustainable mobility.





Your hub of connectivity.

The perfect journey is about knowing you have everything you need, right where you need it. In the EV9, you'll discover features that make life on the road just as seamless and connected as busy lives demand. Large, clear displays of all the essentials. A sound system to immerse you in the audio of your choice. And enough EV charging options to keep everyone on board happy.

Seamless, speedy charging.

Experience the future of driving with the Kia EV9 fully electric SUV. Equipped with ultra-fast charging, the EV9 can recover up to 249 km of range in just 15 minutes. With the innovative V2L (Vehicle-to-Load) function, you can power your devices, such as laptops, with a maximum output of 3.6 kW. Go further. Do more. Embrace the power of electric.

**Fully
Electric**

7 Seats
as standard

Electric range up to
563 km
(WLTP)

Electrify your Future with Kia Charge

Kia Charge is a charging service providing easy and comfortable access to public charging infrastructure within the Kia Charge network. It enables our customers to get access to public charging stations of different operators with just one contract, both in the home country, as well as in other EU countries.



Download the App



PBV - Platform Beyond Vehicle

Kia's new Platform Beyond Vehicle (PBV) will be launched in 2025 and is set to revolutionise the mobility and logistics industries. Flexible and versatile, PBVs are total mobility solutions that combine fit-for-purpose fully-electric vehicles with advanced software solutions.

Kia first revealed the PBV strategy at the 2024 Consumer Electronics Show (CES), with five concept models unveiled: three derivatives of the PV5, the concept PV7 and the concept PV1. When applied to commercial fleets, these modular PBVs will open the door to new business opportunities while improving efficiency in the sustainable mobility era.





A vision for future mobility

The launch of Kia's PBV business will see the brand commit to providing a varied range of customized vehicle types to meet customers' individual requirements. Determined to overcome all existing restrictive and one-dimensional industry product line-up offerings, Kia believes its new approach to PBVs can help solve the mobility challenges encountered by individuals and organizations with limited transportation options.

Designed to make users' lives easier

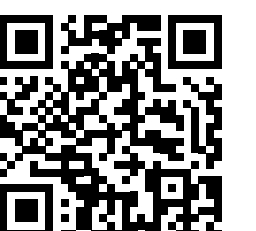
Utilizing 'Easy Swap' technology to flexibly address the diverse demands of customers, a single vehicle chassis can be used to fulfil multiple mobility needs. Behind a fixed cab, or 'driver zone', a variety of interchangeable upper bodies, or 'life modules', can be connected to the base vehicle via a hybrid electromagnetic and mechanical coupling technology, turning the PBV into a taxi during the day, to a delivery van at night, and a personal recreational vehicle on weekends.

Inspiration becomes reality

While ensuring consistency in design across all vehicles, Kia will create an ecosystem that fosters interaction between PBVs. With extensive modularity — including the ability to share features across all vehicles — PBVs will enhance versatility, opening up limitless possibilities to cater to the needs of both businesses and individuals.



Discover more on Kia PBVs





Discover Kia Europe

Kia Europe, the European sales and manufacturing division of Kia Corporation, is a global mobility brand renowned for its innovative, pioneering, and sustainable mobility solutions. Headquartered in Frankfurt, Germany, Kia Europe employs over 5,500 employees from 37 nationalities across 39 markets in Europe and the Caucasus. The division also manages production at Kia's state-of-the-art facility in Zilina, Slovakia.

Kia Business Certified Dealers: Your Dedicated Fleet Specialists

Kia Business Certified Dealers offer flexible and customized fleet packages to meet the needs of all Kia fleet customers. Whether you're a small business owner with a modest fleet or a multinational corporation managing an extensive global fleet, your requirements are unique, and you deserve a service program tailored to your specific business.

Our services include priority service scheduling, competitive labor rates, and the easy availability of courtesy cars. This commitment is supported by our Europe-wide network of Kia Business Certified Dealers, ensuring you receive dedicated and specialized care.



Kia Research and Development Centre

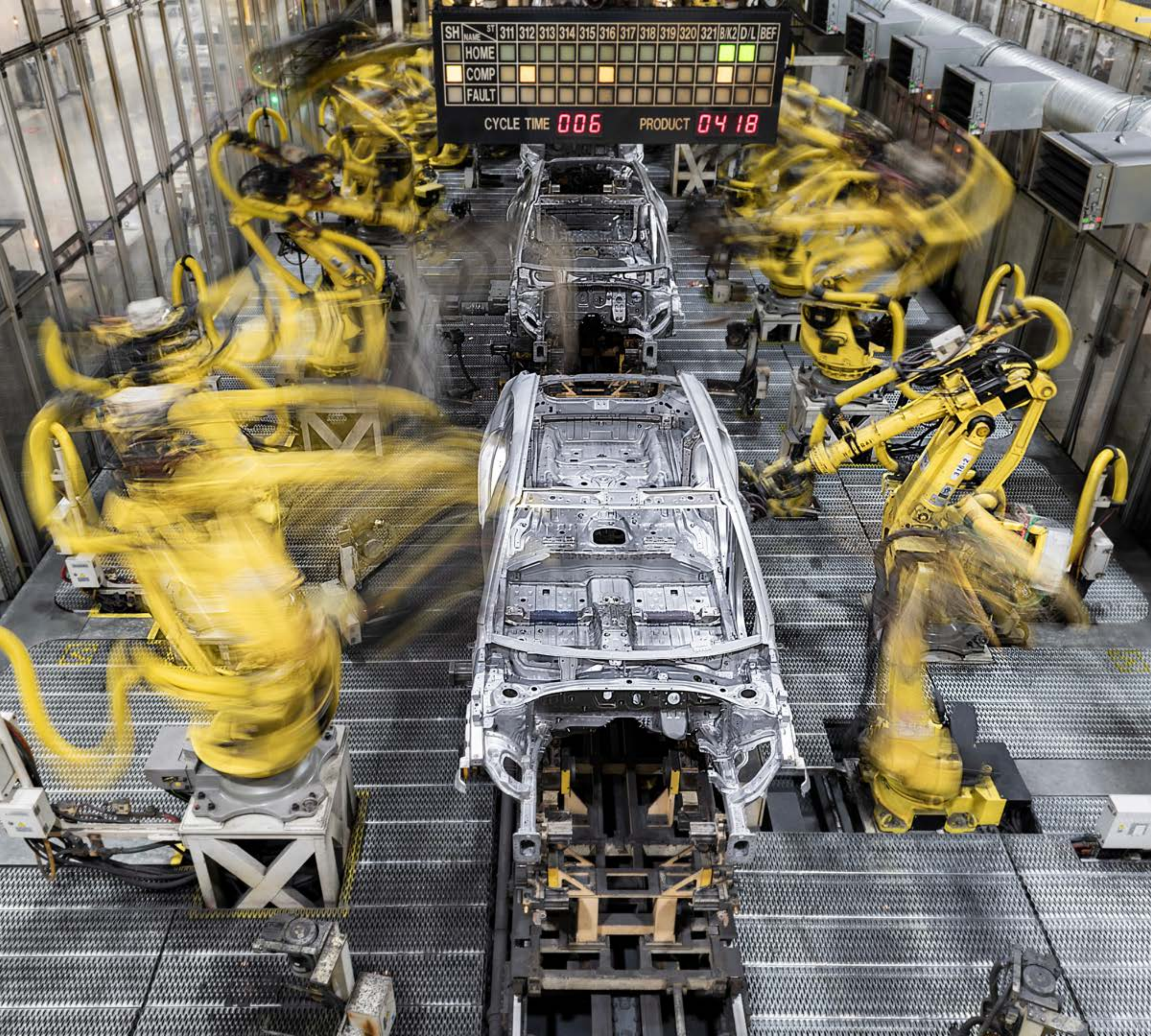
Rüsselsheim, Frankfurt.

Established in 2003, Kia's Research and Development Centre in Rüsselsheim, Frankfurt is the company's engineering headquarters in Europe. The facility is responsible for developing and tuning cars to maximise their appeal to European drivers.

The engineering team in Frankfurt collaborates closely with Kia's R&D headquarters in Namyang, South Korea and Irvine, USA to engineer world-class vehicles. This global network allows Kia to maintain a round-the-clock development schedule, handing over development and testing work between the three engineering headquarters. This lets Kia create global vehicles, with the Rüsselsheim facility ensuring cars are optimised for the European market.

The work carried out at Kia's European R&D centre ensures every Kia sold in Europe is worthy of the company's unique seven-year, 150,000-kilometre warranty, sold as standard on every car.





Kia Žilina Factory

Established in 2004, Kia's production plant in Žilina, Slovakia, was the company's first manufacturing facility in Europe and was integral to realizing Kia's presence in the European market. The factory is positioned 200 kilometres north-east of Bratislava and occupies a space of over 1.6 square kilometres.

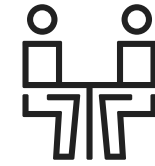
The location of Žilina is significant, because it provides Kia with easy access to many large European cities, a skilled local workforce, and high-quality suppliers. Around eight per cent of Kia's global workforce (3,800 people) work at the plant, alongside over 530 advanced robots.

The high-tech modern factory is divided into five distinct areas: press, body, paint, engine, and assembly shops. Each one plays a key role in the efficient production of new vehicles. The facility also houses an inspection line and proving ground to ensure all vehicles meet the exacting standards of European drivers.



Ownership Experience

At Kia, we care not only about the car, but also about the customer experience and service. That is why, once part of the Kia Family, you can always count on Kia for any Service you need to carry out in your vehicle.



Clarity for the customer

In Kia we maintain the maximum transparency and communication with our business customers, to bound a trustable and clear relationship.



Vehicle assistance company vehicles

Kia roadside assistance will provide you the best mobility solution or replacement vehicle depending on your business need.



Professionals Kia experts

Our certified technicians are specially trained to perform any repair or service maintenance to your Kia Vehicle, ensuring higher performance and reliability of your vehicle.



Batteries with 7 years warranty

The high voltage battery warranty for electric and plug-in hybrid vehicles, is offered for a period of 7 years or 150.000km, which one comes first.



We rely on our products

For your total piece of mind, Kia in all Europe, offers a manufacturer Warranty of 7 years or 150.000km, which one comes first.



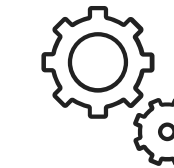
Rely on original spare parts

The use of an original spare part specially designed for a Kia vehicle guarantee high-quality upgrades, maximum performance and a seamless drive.



Comfort for the client

Book your service at your preferred Kia workshop online or by contacting your Dealer directly. Our waiting lounges provide great comfort, convenience and free Wi-Fi & amenities.




Specific maintenance for companies

At Kia we work to provide the best competitive offers and price policy to our business customers.

Contacts

At Kia we know that there is more to managing a Fleet than simply choosing the vehicles. You need a reliable business partner, one that truly understands your business requirements.

The Kia Fleet International team will ensure that all of your questions are answered - wherever the need - and that your Kia fleet management experience is a positive one.

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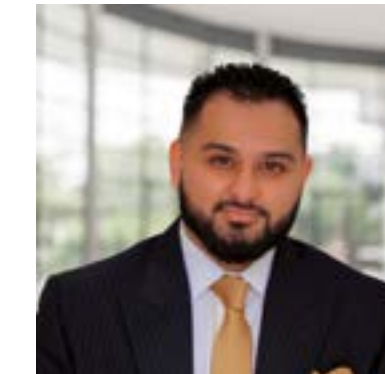
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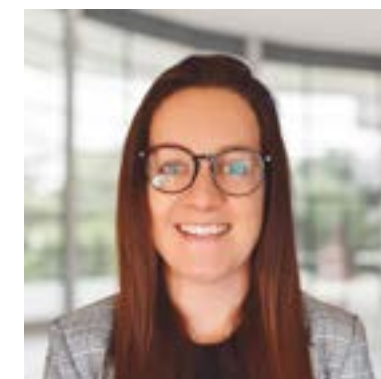
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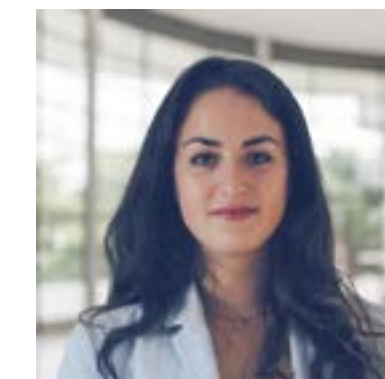
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Business

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