

Kia has released the first images of the K9 full-size sedan that will be sold initially in the Korean market.



## Kia unveils new flagship sedan

Kia has revealed the first official photographs of its all-new flagship sedan to be launched during the first half of this year in the Korean market.

Referred to by its codename 'KH' until now, the company also confirmed that the Korean market name will be 'K9'— while the name for export markets, as well as overseas launch timings, will be revealed later this year.

K9 is Kia's first rear-wheel drive sedan. It boasts Kia's 'best of the best' design, driving performance and high technology capabilities and is regarded as one of 2012's most eagerly anticipated all-new models in both Korean and overseas markets.

This model's Korean market name, K9, will complete Kia's domestic market 'K' series range of passenger cars, whose members also include the front-wheel drive K5 (Optima in overseas markets) and K7 (Cadenza in overseas markets) sedans.

The letter 'K' represents not only Kia and the company's home country of Korea, but also refers to the Greek word 'Kratos' (meaning powerful, domination and reign) and the English word 'Kinetic' (meaning active, dynamic).

*—Metroland Media Carguide Magazine* 



The Lexus LF-LC concept coupe romped away with visitors' choice vote at Chicago Auto Show.

## Lexus coupe is hot stuff

Lexus's LF-LC is proving the hottest concept of the 2012 motor show season, following up its Detroit auto show design award with a popular peoples' prize win at the Chicago Auto Show.

The hybrid 2+2 represents Lexus's highly desirable vision of a future luxury sports coupe, created by the team at its Calty design studio in California.

It displays the new Lexus design language in its interpretation of the signature Lexus spindle grille and rear architecture.

Across the bodywork, curves blend smoothly into dynamic angles, creating an engaging interplay of lines, shadows and corners. The profile the LF-LC creates is unmistakably that of a serious driver's car, emphasizing direction and motion.

On its debut at the North American International Auto Show LF-LC was honoured with the EyesOn award from a jury of leading designers. Now it has won the "best concept in show" title at Chicago, as voted for by the thousands of visitors to the 10-day event. It was an emphatic result, achieved with around 30 per cent of the popular vote.

LF-LC will make its first appearance outside of North America this week at the Geneva motor show in March.

> *—Metroland Media Carguide Magazine*