

KIA wins three design awards at Automotive Brand Contest

New cee'd and GT earn honours in international design competition

Kia has won three design awards in the Automotive Brand Contest 2012, the latest of a series of honours for the Korean brand's design team headed by Chief Design Officer, Peter Schreyer.

The new Kia cee'd- launched in June 2012- triumphed in the exterior category and also received an honorary special mention for exceptional innovation in the interior category.

In addition, the high profile jury selected the Kia GT as the winner of the concept award. The rear-wheel drive sports sedan design study celebrated its world premiere in September 2011 at the Frankfurt Motor Show.

The Automotive Brand Contest, which was held for the first time in 2011, has become an internationally recognized competition.

It is open to car manufacturers,



Kia has won three awards in the 2012 Automotive Brand Contest including Best Concept for the Kia GT (shown).

automotive parts suppliers and companies delivering design and brand communications services to the automotive industry.

This year's two Kia award winners are key models for the brand.

The second generation of the cee'd, Kia's best-selling model in Europe,

features styling typically found on a sporty coupe, but offers the space and functionality of a five-door hatch.

The Kia GT design study was inspired by 1970s grand tourers, and combines supple, muscular proportions with a sophisticated, elegant four-seat interior. It offers a glimpse

into Kia's future design philosophy.

The Automotive Brand Contest 2012 award presentation ceremony will be held at the Paris Motor Show on Automotive Designers' Night, September 27.

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