



**Business**



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# AGENDA

1. Sales Performance

2. Eco Range

3. Kia Future view

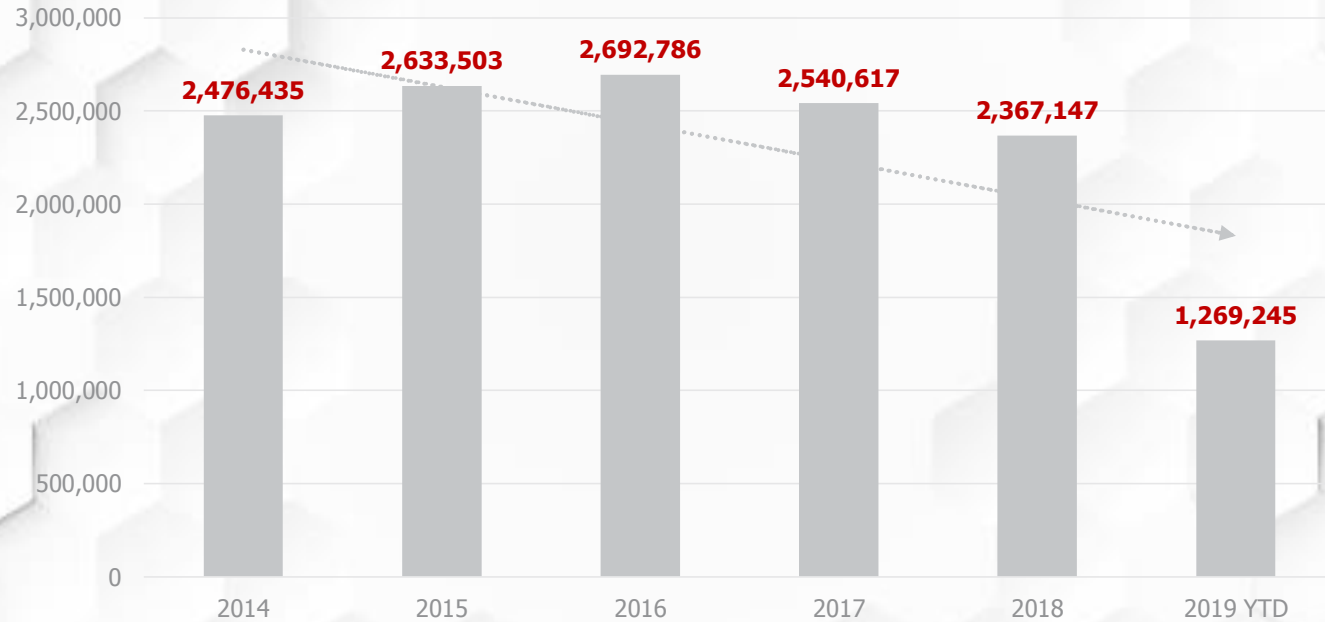
4. 7 reasons to choose Kia

5. Appendix



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# UK SALES PERFORMANCE – UK MARKET

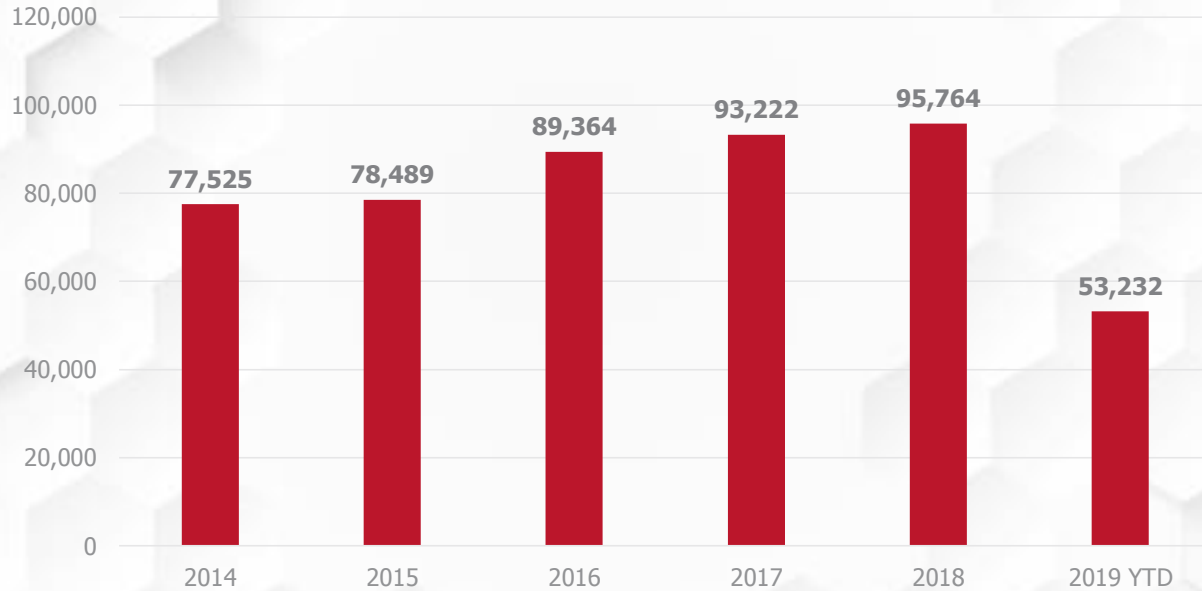


**-3.5% YOY**  
↓



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# UK SALES PERFORMANCE – KIA



**+24%**  
(2018 vs 2014)

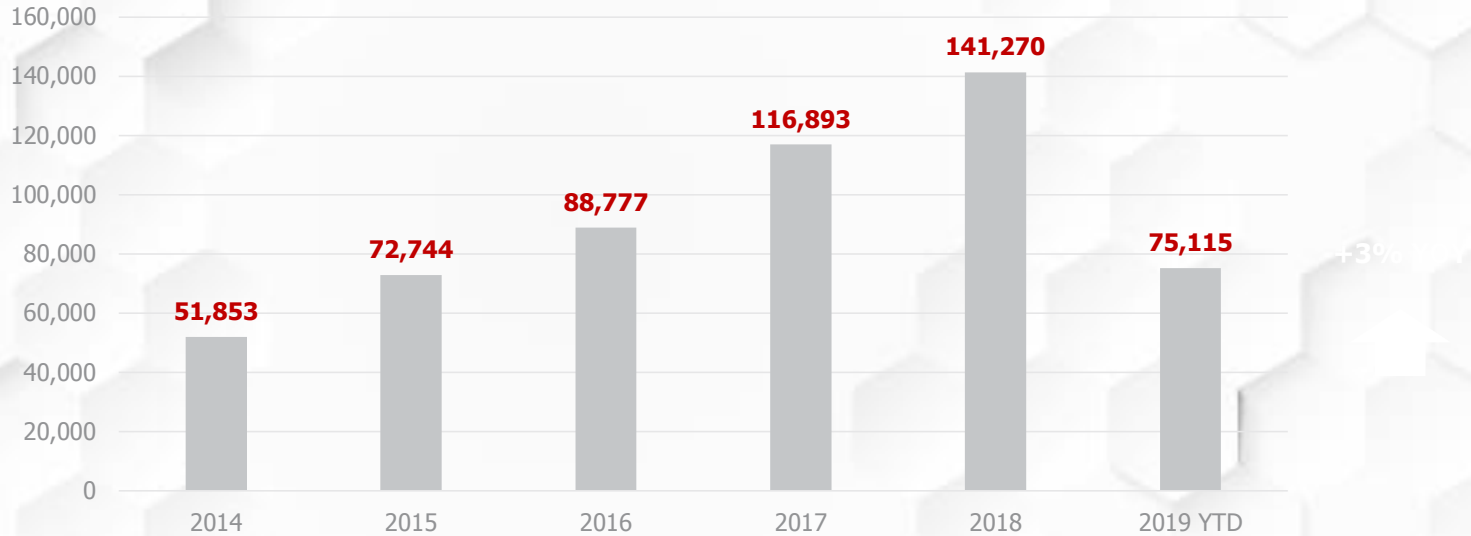


**+3% YOY**



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# UK SALES PERFORMANCE – UK Market (AFV)

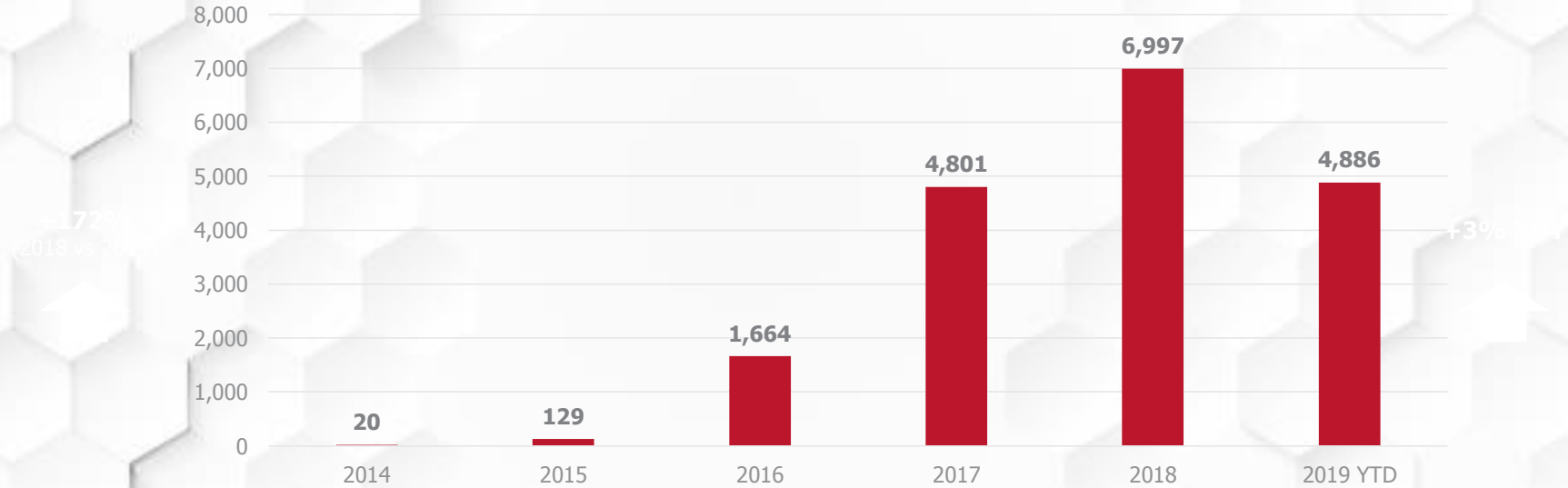


**+172%**  
(2018 vs 2014)



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# UK SALES PERFORMANCE – KIA (AFV)



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# KIA'S ECO RANGE

Kia's Eco range could deliver huge benefits for you or your business by reducing running costs for your fleet, improving your eco credentials and offering better comfort and refinement.

Our Eco technologies offer varying levels of electrification – from mild hybrids, to fully electric vehicles – meaning there's something to suit every fleet or business user.



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	ELECTRIC	PLUG-IN HYBRID	SELF-CHARGING HYBRID	MILD HYBRID
VEHICLE BADGE				
DRIVE TRAIN TECHNOLOGY	BATTERY ELECTRIC VEHICLE	PLUG-IN HYBRID	SELF-CHARGING HYBRID	48V BATTERY
BATTERY	64 kWh	8.9 kWh	1.56 kWh	0.44 kWh
ALL-ELECTRIC RANGE	UP TO 282 MILES	UP TO 30 MILES	-	-
AVAILABLE ON				

# Stop Wondering. Start Driving.

There's never been a better time to #goelectric. Discover which model from the Kia range is best for you.

**?** Do I need to plug in a car to charge it or does it charge automatically?  
**A.** Yes, the all-electric Niro and Sportage & Niro are both self-charging models.

**?** Do I need to plug my car into a charging station?  
**A.** No, you don't need to. Sportage & Niro are self-charging models.

**?** Can I charge my car at a charging station?  
**A.** Yes, if you have a charging station. Sportage & Niro are self-charging models.

**?** How long is the chargeable battery range in the UK?  
**A.** The maximum all-electric range in the UK are 282 miles for Niro.

**?** Are the high voltage batteries covered under the 84,000 mile warranty?  
**A.** Yes, 8 years or 100,000 miles of the ability to hold a 70% charge.





ECO electric

e-NIRO



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ECO electric

e-NIRO



4p

A Kia Eco electric model can cost just £0.04 per mile to fuel – less than half of a similar-sized, less powerful diesel equivalent



0:54  
Minutes

You can go from 0-80% charge in 54 minutes with a 100kW fast charger – an ideal break after 282 miles of driving!



282 miles

The e-Niro has a range of 282 miles on the WLTP combined cycle. That's London to Newcastle!



£3,500

A £3,500 grant is available to help with the cost of electric vehicles



Lower servicing costs. Electric Cars have fewer moving parts and cost less to service



### Huge BIK saving

Our plug-in cars could lead to a £6,000 saving in BIK tax (20% band) over three years compared to a similar-sized, less powerful diesel. In the 40% band, those savings rocket to more than £10,000.



7.8  
seconds

The electric e-Niro sprints from 0-62mph in just 7.8 seconds



**Our Eco electric models deliver unrivalled refinement with potent performance, yet are cheaper to run and better for the environment than traditional petrol or diesel cars.**



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**ECO** electric

**e-NIRO**



**STANDARD FEATURES**

- 17" Alloy Wheels
- 7" Supervision Cluster with TFT LCD Colour Display
- 8-speaker JBL® Premium Sound System
- Smart Key & Button Start
- Black Leather Upholstery\*
- Shift by Wire (SBW)
- 8" Touchscreen Satellite Navigation with European Mapping
- Smart Cruise Control w/ Stop & Go
- Lane Keeping Assist w Driver Attention Warning & High Beam Assist
- Forward Collision-Avoidance Assist (Car/Ped/Cyc) (FCA)



Engines	Transmissions	Drive
64 kWh lithium-ion battery	1-speed auto	2WD

P11d	Driving Range	CO <sub>2</sub> emissions	BIK*
From £36,440	Up to 282 miles on a single charge	0	16%

\* BIK on vehicles with CO2 0 g/m will drop to 0% in April 2020



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ECO electric

SOUL EV



The Power to Surprise

ECO electric

SOUL EV



STANDARD FEATURES

- 17" Alloy Wheels
- 10-speaker Harmon/Kardon® Premium Sound System
- 10.25" Touchscreen Satellite Navigation System with European Mapping
- Head Up Display
- Adaptive Smart Cruise Control Function (SCC)
- Black Leather Upholstery
- Dual Full LED Headlamps
- Engine Start/Stop Button with Smart Entry System
- Wireless Mobile Phone Charger
- Lane Follow Assist (LFA)



Engines	Transmissions	Drive
64 kWh lithium-ion battery	1-speed auto	2WD

P11d	Driving Range	CO <sub>2</sub> emissions	BIK*
£37,240	Up to 282 miles on a single charge	0	16%

\* BIK on vehicles with CO<sub>2</sub> 0 g/m will drop to 0% in April 2020



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**ECO** plug-in

**niro**  
plug-in hybrid



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# ECO plug-in

**niro**  
plug-in hybrid



  
**£8,970**

A plug-in vehicle is exempt from London's congestion charge, which could save you £8,970 over three years.



### Brake friendly

Regenerative braking on our Eco models means less strain and less wear on the brakes and so they don't have to be replaced as often.



The new Niro PHEV can travel 33 miles on battery power alone – that's significantly more than the average daily mileage of the UK (20 miles).



**Our Eco plug-in models offer many of the benefits of an electric car. They have a shorter range but have the added flexibility of a petrol motor for longer trips.**



The Power to Surprise

**eco** plug-in

**niro**  
plug-in hybrid



**STANDARD FEATURES**

- 16" Alloy Wheels
- 10.25" Touchscreen Satellite Navigation with European Mapping
- Telematics System with UVO Connect Services\*\*
- Kia Connected Services Featuring TomTom®\*\*
- Black Leather Upholstery\*
- Front and Rear Parking Sensors\*\*\*
- Heated Front Seats
- Heated Steering Wheel
- Smart Cruise Control (SCC)
- Forward Collision-Avoidance Assist (Car/Ped/Cyc) (FCA)



Engines	Transmissions	Drive
1.6 GDI petrol and 8.9 kWh battery	6-speed auto DCT	2WD

P11d	MPG	CO <sub>2</sub> emissions	BIK
From £31,890	201.8mpg	29g/km	16%



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ECO hybrid *niro*



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ECO hybrid

*NIRO*



Flexible

Our self-charging hybrid cars offer improved fuel economy, lower emissions and a relaxing drive, without changing the way you use your car.

#### Refined DCT



Our hybrid models use a specially designed 6-speed dual-clutch (DCT) automatic gearbox, which is more refined and responsive than CVT transmissions that are often used in hybrids.

2%

The volume of traffic is increasing by around 2% per year in the UK, and congestion is increasing with it. Luckily, hybrid and electric vehicles excel in stop-start situations thanks to their energy recovery systems and the ability to keep the engine off for longer.



**Our Eco hybrid cars give you improved economy and emissions, reducing your running costs without the need to plug-in.**



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**eco** hybrid

**niro**



**STANDARD FEATURES**

- 8" Touchscreen Display + Radio + DAB
- Android Auto™ and Apple CarPlay\*\*
- Roof Rails
- Reversing Camera System
- Rear Parking Sensors\*\*\*
- Smart Cruise Control w/ Stop & Go
- Forward Collision-Avoidance Assist (Car/Ped/Cyc) (FCA)
- Electronic Parking Brake (EPB) with Autohold
- LED Rear Tail Lights
- Trailer Pack



Engines	Transmissions	Drive
1.6 GDi petrol and 1.56 kWh battery	6-speed auto DCT	2WD

P11d	MPG	CO <sub>2</sub> emissions	BIK
From £24,435	Up to 58.9mpg	From 86g/km	From 22%

Advanced Driving Assistance pack, comprises of FCA & SCC. Subject to optional order on trims where not standard.



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**ECO** dynamics+ **SPORTAGE** Mild Hybrid



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# ECO dynamics+ SPORTAGE Mild Hybrid



Our Eco dynamics+ mild-hybrid technology can improve fuel economy by around 7% vs. non-hybrid equivalents.



CO2 emissions can be reduced by around 10% potentially lowering your BIK tax compared to a non-mild-hybrid equivalent.



### Smooth performance

The 48 volt battery and motor can provide additional torque for improved performance during hard acceleration, or simply aid the engine to provide a smoother driving experience.



**Our Eco dynamics+ mild-hybrid technology allows the engine to switch off more often, so fuel economy is improved and emissions are reduced.**



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# 7 YEAR WARRANTY



## QUALITY REDEFINED

That's how we describe our 7 year or 100,000 mile 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.



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# KIA RANGE - HYBRID & ELECTRIC

ECO hybrid  
Niro



P11d	MPG	CO <sub>2</sub>	BIK
From £24,435	Up to 58.9mpg	From 86g/km	From 22%

ECO plug-in  
Niro  
plug-in hybrid



P11d	MPG	CO <sub>2</sub>	BIK
From £31,890	201.8mpg	29g/km	16%

ECO electric  
eNiro



P11d	Driving Range	CO <sub>2</sub>	BIK
From £36,440	Up to 282 miles on a single charge	0	16%



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# Kia's Future View

**Alternative power** – Kia has hybrid, plug-in hybrid and battery EV technology – all future new model ranges will be available with one or more of these technologies and additional EV-only models will be added during the next five years



Due to go on sale across Europe at the beginning of 2020, Kia Motors has taken the next step in its vehicle electrification strategy with the unveiling of new Plug-in Hybrid variants of the Kia Xceed and Ceed Sportswagon.



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# Kia's Future View



**Environmental concerns** – engineers are working on a variety of alternatives to reduce vehicle impacts such as:

**Increased recyclability** – Kia cars are already using recycled materials in various components and Kia is working with recyclers to make cars easier to disassemble

**Future alternatives** – Kia will introduce hydrogen fuel cell vehicles to its range within the next three years (depending on market)



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# Kia's Future View

**Localised manufacturing** – Kia is a global car-maker but recognises the need to reduce “delivery-miles” and is expanding its production facility network to provide products suitable for regional customers – new India plant, Mexico plant for central and South America, Slovakia plant produces Europe-only models, Russian plant, USA plant, local partnerships in S.E Asia

**Non-ownership** – Kia has already formed partnerships with car-sharing start-ups in various markets and will explore further opportunities where individual ownership is less attractive or where changing trends will seek access to mobility-options rather than traditional routes.



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# 7 REASONS TO CHOOSE KIA

**1. Excellent whole life costs**

**2. Award winning Eco Range**

**3. Proven reliability**

**4. Excellent service levels from our nationwide Dealer network**

**5. Appealing design and excellent standard specification**

**6. Model for all business and lifestyle choices**

**7. Market leading 7-year warranty**



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# APPENDIX

## KIA'S ECO RANGE

**23,700** – There are 23,700 charging connectors in UK. And it is rising everyday! **20 miles** – The UK motorist covers just 20 miles per day on average. **Home** – The vast majority of vehicle charging in the UK is done at home, so you wake up with a 'full tank' every day – that means less time wasted at the pumps. **£500** – The Workplace Charging Scheme can offer a £500 grant towards the cost of installing a vehicle charger at the workplace. There is also a £500 grant available to help with the cost of installing a charger at home. **70%** - 70% of EV registrations are made to UK businesses. **40%** - Plug-in vehicles can lead to a 40% reduction in SMR costs according to studies. **Free parking** – many towns and cities offer free parking for ultra low emission vehicles. **Whole life costs** – Studies show that the increased P11D price on a plug-in vehicle is easily offset by the reduced tax, fuel and SMR costs and actually leads to massive savings over a three- or four- year ownership cycle.

Sources – <https://www.goultralow.com/company-cars-and-feet-vehicles/>  
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