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NEWS

**For immediate release**

**All-new Kia Niro shortlisted for**

**2023 Car of the Year**

* **Kia’s compact crossover secures place on the shortlist following comprehensive testing of 27 entrants**
* **EV6 earned Kia its first Car of the Year win in 2022**
* **2023 is the fifth year Kia has made the shortlist in Europe**
* **Niro family underpins Kia’s position among the leading EV brands and its transition to becoming a sustainable mobility provider**

**November 25, 2022** – Kia has reached again the final stages of the European Car of the Year (COTY) competition, this time, with the all-new Niro compact crossover. The expert panel of 58 jurors from 22 countries carefully evaluated 27 models to create a final shortlist of just seven. The winner will be announced at a ceremony to be held at the Brussels Motorshow on Friday, the 13th of January.

Following in the footsteps of the highly successful first-generation Niro, a model that kick-started Kia’s electrified eco-friendly line-up of vehicles in Europe, the all-new model has been comprehensively upgraded to take the lead in the competitive C-CUV segment.

Kia has focused on ensuring the all-new Niro meets the key requirements of today’s environmentally conscious consumers. The vehicle is offered with a choice of three electrified powertrains – hybrid, plug-in hybrid (PHEV) and all-electric – to help more people make the transition to electrified mobility in a way that suits their needs. The Niro EV variant delivers 463km of all-electric driving range, while the PHEV model provides 65km of electric range, more than sufficient for most daily commutes. Niro’s spacious and functional interior is furnished with sustainable materials, and benefits from Kia’s latest infotainment and connectivity features.

Jason Jeong, President at Kia Europe, commented: “Kia is honored that the judges chose to add Niro to the 2023 shortlist. Having just won the Golden Steering Wheel award in Germany, the Niro is once again standing out from the crowd, and we are confident that its popularity will continue to grow across Europe. It would be an incredible achievement if Niro were to follow in the footsteps of the EV6 to win Car of the Year 2023.”

Previously, the Ceed reached the final stages twice with its first- and third-generation models, plus the Stinger and EV6 have each made the shortlist.

Niro fulfills a crucial role in Kia’s ‘Plan S’ strategy, which outlines the brand’s sustainability targets, one of which is to have a fully electric passenger car line-up in Europe by 2035. The all-new Niro together with the acclaimed EV6 are pivotal models in accelerating the uptake of electrified models and establishing Kia as a leader in the new era of sustainable mobility.

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**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a global mobility brand that is creating innovative, pioneering and leading sustainable mobility solutions for consumers, communities and societies around the world. As a Sustainable Mobility Solutions Provider, Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging people around the world to explore the best ways of getting around.*

*Kia Europe, headquartered in Frankfurt, Germany, employs in total over 5,500 employees from 37 nationalities in 39 markets across Europe and the Caucasus. It also oversees European production at the company’s state-of-the-art facility in Zilina, Slovakia.*

*Kia’s innovative products continue to attract great acclaim, notably the EV6 battery electric vehicle becoming the first Korean car to be named European Car of the Year in 2022.*

*Further information can be found here:* [www.press.kia.com](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.press.kia.com%2F&data=05%7C01%7CPGHuerta%40kia-europe.com%7C02ad41a8d23f4c4839fd08da2f631625%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C637874399860348373%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=r0GDqWEVa%2FMjWrJFPsvCxJ8Jw5xmm8JJYQE24POw6B4%3D&reserved=0)