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The production of new KIA Motors flagship sedan has been started in Kazakhstan



March 29, 2013, Ust-Kamenogorsk

Production launch ceremony of KIA Quoris luxury sedan took place in Ust-Kamenogorsk (Kazakhstan). The release of KIA Motors new global flagship has started against unprecedented success of the brand at the market of Kazakhstan. According to the results of February 2013 KIA became the best-selling foreign brand in Kazakhstan.

KIA Quoris sedan became the tenth KIA model that is assembled at the capacities of “AZIA AVTO”, Kazakhstan car assembly plant.

KIA Quoris is a debut of the brand in “premium” segment, implementation of innovative ideas and new solutions of the largest Korean auto concern. This luxury sedan combines elaborate design, excellent dynamic characteristics, comfort and safety technologies; many of them are not available in “luxe” class vehicles. KIA Quoris is one of the most expected premiers of the current model year and the first rear drive vehicle in the history of the brand.

Production start of KIA title model was marked by a new victory of the brand at Kazakhstan market. According to the results of February 2013 KIA became the best-selling foreign brand in Kazakhstan and today yields only to traditional market favorite – Russian “Lada”.

The sedan is based on rear drive platform which allowed making the vehicle’s proportions characteristic of luxe segment. Long wheel base, wide downward body contours

and long rear overhang of KIA Quoris together make air of luxury and premiality with a distinct aspect of power and dignity.

KIA radiator grill is made in original charismatic style and is complemented by LED lamps, styled as crystal cubes. Lower LED block works in low beam mode. It turns automatically depending on the speed of the vehicle and wheel turning angle to provide the desired light beam.

V6 engine having the power of 294 h.p. and modern 8 range electronically controlled automatic transmission that allows to choose the mode ensure the excellent dynamic characteristics to the roomy five-passenger sedan. It takes just 7,3 seconds to accelerate from 0 to 100 km/h, maximum speed is 240 km/h.

Due to the long wheel base (3,045 mm) and height of the vehicle (1,490 mm), driver hip point and the length of his/her legs ratio (1,020 / 1,145 mm) is one of the best in the class, while the space for passenger's legs (990 mm) is the best in segment.



SCC radar system (Smart Cruise Control) is designed to ensure the safety during driving. It monitors the speed depending on the distance to the car in front maintaining the safe distance till the full stop of Quoris.

AVM system (Around View Monitoring System) ensures the maximum comfort and safety of Quoris. Four cameras project the picture on the monitor and inform about what is happening 360 degrees around the vehicle providing full control over the situation to driver and calm to passengers.

Besides high safety level of Quoris, passengers can enjoy its sophisticated, exquisite and luxury interior. The interior is made using premium leather NAPPA trim.

Dashboard infotainment electronics of Quoris is supported by Intel Atom processor; it was used in Kia vehicle for the first time and developed in cooperation with Intel.

Quoris got the premium audio system with 17-channel digital booster by Harman company – a well known manufacturer of audio equipment of Hi-End-class.

The control over many necessary functions such as Smart Cruise Control (ASCC), cell phone, audio system is on the steering wheel. For the first time there is “tactile” selector in Kia vehicles that provides quick access to different menu of device combination, Head Up Display (HUD), trip computer that ensures wider access to controlling systems of the vehicle.

KIA Motors International Projects Team Leader

Mr. Yong-Hun Ko:

- KIA Quoris appeared after 4,5 years of KIA best engineers' and designers' work. Development engineers had a task to make a vehicle that could

be an equal competitor to European models and could represent the future of the brand.

The engineers were mostly concerned about improving the basic characteristics of the vehicle such as vibration and noise level, comfort of the trip and drive, durability, safety in case of collision, power and productivity of engine.

Development engineers challenged the LDWS on real roads. We changed the lane more than 10 000 times!

To test the rear view camera we froze it under the conditions of low temperatures up to minus 40 degrees, tested its water resisting anti shock properties. Developers even intentionally poured coffee or juices on the materials of interior trim and tried to find the static electricity or arc.

Quoris is the result of colossal work of my colleagues. There are no doubts that this model will make Kazakhstan buyers reconsider their vision of KIA brand!

**JSC “AZIA AVTO” First Vice President
Yerik Sagymbayev:**

- In February this year out of 20 best selling vehicles on national market 6 were the products of “AZIA AVTO”. Half of them were KIA models. At the same time the brand became number one in terms of sales volumes among all foreign brands represented at the market of Kazakhstan. Besides, the majority of KIA admirers are the residents of regional parts of the country, only one third of the vehicles was bought in Astana and Almaty.

Quoris sedan is not the first flagship vehicle of our Korean partners. KIA Cadenza, the production of which we launched last year, permanently occupies the place in the top three popular models of E-class. However, Quoris is even more ambitious offer, the debut of KIA Motors in the segment of full-size luxury car and entering the most exclusive market niche by “AZIA AVTO”.

Today 88% of KIA buyers are ordinary people from Kazakhstan, individuals. Only 3% of demand is related to state purchase contracts and the rest of sales falls at business structures. However, first of all, corporate sector will evidently be interested in Quoris.

By the end of this year we will present 6 more premiers from KIA Motors in different segments of the market to Kazakhstan people.

**First Deputy of the Head of East Kazakhstan Region
Yermek Kosherbayev:**

- Less than three years ago “KIA Motors” and “AZIA AVTO” launched the joint production in Ust-Kamenogorsk. I am proud of the fact that within this short period of time vehicles produced in our region became very popular in more than 20 cities of Kazakhstan.

Due to successful cooperation with largest global auto concerns “AZIA AVTO” became the leading automotive plant not only in the region but in the country as well. According to the results of last year the work of the plant added 1,4 billion tenge to Government coffers. “AZIA AVTO” team – and that is about

800 employees – step-by-step implements all new plans. Today's premier brightly acknowledges this!

«Kia Motors Corporation» (is a part of «Hyundai-Kia Automotive Group») established in 1944 is the biggest automotive producer in South Korea and fourth largest automotive producer in the world. Annually more than 2,7 million vehicles are produced by 15 KIA Motors plants in 10 countries. KIA Motors products are represented in dealer networks of 150 countries.

Kazakhstan car assembling plant AZIA AVTO JSC (Ust-Kamenogorsk city) is the largest car manufacturer in Kazakhstan established in 2002. Among the assembly plant's partners there are such leading global concerns as «Volkswagen Group», «General Motors», «Renault-Nissan-AVTOVAZ» and «KIA Motors».

JSC AZIA AVTO issues vehicles of such brands as Skoda (Fabia, Octavia, Superb, Yeti), Chevrolet (Aveo, Captiva, Cruze, Orlando), Lada 4x4, KIA (Sorento, Mohave, Cerato, Sportage, Soul, Cadenza, Optima, Picanto).

AZIA AVTO quality management system is certified by «TÜV International Certification» (Germany) in accordance with international standard ISO 9001:2008.

Under the award of the President of the Republic of Kazakhstan "For Achievements in Quality" JSC "AZIA AVTO" was named the best manufacturing company. According to the results of 2012 "AZIA AVTO" became car assembly plant No 1 in Kazakhstan in terms of production volume.