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**The new Kia Sorento offers a range of electrified powertrains for freedom of choice**

* **New Kia Sorento features strong design refresh including new colours, sustainable materials, and a revamped user experience**
* **Ease of mind and more responsible driving thanks to enhanced comfort, safety, and security**
* **Hybrid and plug-in hybrid powertrain options prove Kia’s commitment to electrification**
  + **Artificial leather and recycled PET replace cloth seats as EU standard**

**November 29, 2023** – At a time when safety, reliability, and comfort are at the forefront of people’s minds, the new Kia Sorento offers ease of mind technology, responsible driving, and moments of serenity on the go. Available as a 5-, 6-, or 7-seater, the new Sorento allows people with busy, fast-paced lifestyles to go wherever their journeys take them with a peace of mind. And with a line-up of efficient hybrid, and plug-in hybrid powertrains, it supports Kia’s transition into a sustainable mobility solutions provider.

“The new Kia Sorento supports Kia’s journey towards a new era of more responsible driving,” said Sjoerd Knipping, Vice President of Marketing and Product at Kia Europe. “A rich package of advanced safety features combined with the comprehensive line-up of highly efficient and electrified powertrains make the new Kia Sorento the perfect vehicle for customers looking for a safe, reliable, and relaxed drive.”

**A striking on- and off-road appearance**

A strong exterior design refresh gives the new Kia Sorento a striking on- and off-road appearance. The latest model to embody Kia’s Opposites United design philosophy, the D-segment SUV represents the Bold for Nature pillar, demonstrating how nature and modernity can co-exist.

The new Kia Sorento features an updated exterior design meant to embody futuristic boldness for a more premium look. At the front, a new bonnet design implements an upscaled SUV design with a higher volume and a more defined silhouette. The Kia logo has additionally been moved to the top of the hood. Unique vertical headlamps and star map DRLs emphasise a progressive and high-tech image, as does a new radiator grille design with a 3D mesh pattern.

Together, the vertical geometry of the headlamp and taillamp graphics create a visual harmony and emphasise a capable and solid look as an SUV. Sequential front turn signals complete the high-tech look. The redesigned front lower bumper exudes robustness and confidence, with a wide skid plate, redesigned fog lamps, and a vertical air intake garnish underlining a strong and technical image.

To the side, a new fender garnish design features increased 3D looks. The new Sorento also comes with three new wheel designs: 18-, 19-, or 20-inch alloy wheels. The 18- and 20-inch alloy wheels are only available for the internal combustion engine (ICE) Sorento, while the 19-inch alloy wheels are available on all powertrain variations. The 17-inch alloy wheels are still available for both the hybrid and ICE Sorento.

The rear of the vehicle, meanwhile, features a refreshed taillight design with diagonal LEDs. The vertical taillamp star map graphics, created by connecting two distinct taillamps, emphasise the design-connectivity of the Kia Sorento’s new look. The slim-type LED high-mounted stop light (HMSL) suggests a high-tech and high-class image, while the updated rear bumper and exhaust garnish give it a more rugged look. The wide and present rear skid plate, meanwhile, combined with graphic elements of the black cladding, creates a solid and present SUV image.

**Three new colours for more power of choice**

The new Kia Sorento comes in 10 exterior colours in Europe, including three new colours: Volcanic Sand, Interstellar Grey (known from the EV6), and Cityscape Green (known from Niro). Clear White, Snow White Pearl, Aurora Black Pearl, Silky Silver, Gravity Blue, Steel Gray, and Mineral Blue will continue to be available.

**An interior refresh for maximum in-vehicle comfort**

In the interior, the Kia Sorento’s panoramic dimensions give a sense of infinite wideness. The wide, horizontal imagery is further emphasised by a minimal strip of interior mood lighting, stretching from coast to coast on the AC vent garnish. Available in 64 colours, this ambient lighting is visible along the dashboard, on the gear knob, and on the front door garnish. The curved display and the multimode touch display create a high-tech and modern feeling. The shift by wire gear knob has been redesigned, while a black headliner, metal pedals, and a panoramic sunroof give the new Sorento a technical, bold, and modern edge.

The new Sorento is also equipped with the latest comforts and conveniences, including new front relaxation seats, a Driver Ergo motion seat with air cell type lumbar support and power adjustable bolster support, and the option of memory function seats. The artificial leather steering wheel can be heated in winter and is also available with the option of tilt and telescopic electronic adjustment, adjusting its position up, down, closer, or further away. Power adjustable, ventilated, and heated front seats, as well as second row heated seats, ensure maximum in-vehicle comfort for everyone on board.

**A sustainable interior trim strategy for a balanced relationship with nature**

With the perfect balance of rugged and sustainable elements, the interior of the new Kia Sorento also reflects the Bold for Nature pillar of the Opposites United design philosophy. With this latest product enhancement, Kia is introducing artificial leather and recycled plastic (PET) to the Sorento seats with a new trim level in Sage Green colour.

Kia’s new colour-material-finish strategy straddles the line between sustainable and premium. For example, the designers used PET reusable fabric on the interior to pursue the persistence of a balanced relationship with nature. And the double-line stitch on the heavy volume quilting of the seat covers maximises the volume to give occupants a robust and luxurious feeling.

In addition to Sage Green, two new optional trim levels give customers in Europe more freedom of choice. These include black leather with a new punching design pattern and black Nappa leather with a new quilting design and grey piping.

**More responsible driving thanks to electrified powertrains**

The new Kia Sorento is a symbol of balance, offering a safe, reliable, and relaxed drive. It offers maximum ease of mind and more responsible driving through electrified and efficient powertrains, as it comes with the choice of diesel, hybrid, or plug-in hybrid powertrain options.

The Sorento Plug-in Hybrid comes with a 1.6 T-GDI engine and a 13.8 kWh battery paired with a six-speed automatic transmission (6AT). It comes with 4WD as standard. The Sorento Hybrid, meanwhile, comes with a 1.6 T-GDI engine and a 1.49 kWh battery, also paired with a 6AT and available with either 2WD or 4WD. In addition, a 2.2 diesel engine comes coupled with an eight-speed dual clutch transmission (8DCT) and is available with 2WD or 4WD.

**Enhanced technology for a seamless customer experience**

The new Kia Sorento is equipped with the latest technology to increase safety, reliability, and comfort. Dual Panoramic integrated screens grace the interior: a 12.3-inch infotainment touchscreen with navigation and a 12.3-inch driver instrument cluster. In addition, a 10-inch head-up display allows drivers to see basic vehicle and traffic information without taking their eyes off the road. The digital rear-view mirror, meanwhile, can be used as a normal electric chromatic mirror or as a display for a camera picture. This enables the driver to get a safe rear view in situations when the view is obscured.

The infotainment system can be controlled with the multi-mode touch display and comes with online navigation including Telematic services, Voice Recognition and Bluetooth connectivity. The climate control, meanwhile, features a dual zone, fully automatic temperature control. The system has been designed so that Kia can send software and map updates to the car over-the-air which removes the need to make a special visit to a dealership.

The new Sorento is also available with fingerprint recognition. This allows the driver to link the user profile and start the engine. This can also be used to activate the valet mode as an alternative to putting in the PIN code. In addition, the new Sorento incorporates a wireless phone charger, six USB-C charging ports (two per row) and a Bose premium sound system. A smart key allows for even more convenience. Furthermore, a digital key 2.0 enables customers to use their smartphone as a smart key, meaning one less thing to carry around.

A ‘User Profile Transfer’ feature enables users to back up their in-vehicle Kia Connect preferences via the Cloud and transfer settings from one vehicle to the next. This is designed for customers who often switch between different Kia Connect-equipped cars, such as fleet drivers who use pool cars, or families with more than one Kia Connect-equipped vehicle in their household.

Using Kia Connect, drivers of the Sorento PHEV can also view and control vehicle charge status, in addition to planning a route using online navigation, syncing Apple and Googlecalendars, and accessing onboard features such as charge station proximity, live weather, and real-time traffic alerts.

**Upgraded ADAS and safety features for maximum peace of mind**

New to this model are Highway Drive Assist 2.0 with Lane Change Assist and Surround View Monitor (SVM) with 3D view function. Forward Collision-Avoidance Assist has also been upgraded to include Junction Turning and Crossing, Evasive Steering Assist, lane change oncoming, and lane change side.

In addition, the new Sorento continues to be available with Navigation-based Smart Cruise Control (NSCC), Blind-Spot Collision-Avoidance Assist (BCA) with Rear Cross-Traffic Collision-Avoidance Assist (RCCA), Safe Exit Assist (SEA), Blind-Spot View Monitor (BVM), Remote Smart Parking Assist (RSPA), and Rear Parking Collision-Avoidance Assist (PCA-R).

The additional new Away Close Tailgate feature provides even more convenience by closing the trunk automatically once the driver leaves the detection area behind the car.

The Sorento is fitted with up to seven airbags: dual front airbags, dual front seat-mounted side airbags, side curtain airbags with rollover sensor, a new second row rear thorax airbag, and a front centre airbag. The front centre airbag, an innovation, provides additional head protection for front-seat occupants and is designed to prevent their heads coming into contact during a collision.

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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)