NEWS

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**For immediate release**

**Marc Hedrich appointed as President and CEO of Kia Europe**

* **Marc Hedrich to join regional HQ in Frankfurt on 1 January 2024, taking the responsibility for Kia’s European commercial and manufacturing operations.**
* **He succeeds Won Jeong Jeong, who successfully led Kia in the role of President & CEO since 2020.**

**20 December, 2023 (Frankfurt)** – Kia has announced that Marc Hedrich will join the European regional headquarter in the position of President and CEO, starting on 1 January 2024. With this appointment, he will continue his career in Kia, with senior management positions with the company during the last nine years – most recently as President of Kia France. He takes over from Won Jeong Jeong, who held the role for the last four years.

Marc Hedrich will bring a range of valuable experiences to his new position, having fulfilled senior management roles at a national and regional level for more than 30 years in the automotive industry. As well as his most recent role as President of Kia France, he served in a number of senior positions in leading automotive companies. Throughout his time with the Kia brand, he has helped to drive forward all areas of strategy and operations – from sales, marketing and product to customer service and retail.

Mr. Hedrich says: “The European market is playing an important role in the brand’s worldwide efforts to become a leading EV brand by launching 15 EVs by 2027 and by raising the proportion of electrified car sales to 55% in 2030. Going forward, the European team will continue its bold transformation process to become a sustainable mobility solutions provider, with a focus on our people, planet and profit. I’m excited to work with the strong European team to contribute to this goal.”

Mr. Jeong joined Kia Europe in 2020, and since then he has successfully led the business through its transformation into a regional headquarter. Established under his leadership, Kia continued to transform into a sustainable mobility provider with a stronger focus on brand management and electrified solutions. Furthermore, the company culture evolved, and the Kia employees assessed Kia a “Great Place to Work” in 2023, placing Kia in Europe in the top 20% of employers worldwide.

Mr. Jeong says: “Right now, Kia is delivering an electrifying moment in Europe, not just with game-changing electric vehicles, but also with innovative connected services that enhance the customer experience and pave the way for even more sustainable mobility solutions. The strong sales performance of the past years is not just a reflection of the European Kia team efforts, it also proves the quality and versatility of Kia products, brand and the popularity in Europe. I thank the Kia team for the great collaboration leading to our success.”

Marc Hedrich is graduated of European Business School and began his career in the 90s at Ford France. He then became Marketing Director of the car manufacturer Škoda France, and held the same position for Seat France. In 2003 he joined Toyota France as Marketing Director. With his expertise acquired in leading automotive importers, Marc held strategic positions for nearly twelve years at both Toyota France and Toyota Europe.

In 2015, he is appointed Managing Director at Kia France. Since 1 January 2021 he held the position of President of Kia France.

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**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company’s brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)

**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)