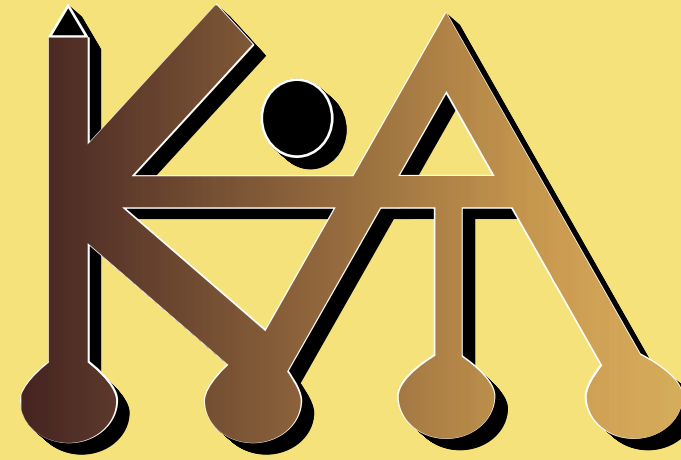


We solve problems

Our approach is to put customers first, and Kia will reinvigorate its brand innovation by developing products and services that offer new experiences for customers.” – Kia Motors President and CEO Han-woo Park.

Our Motto

“Movement that inspires”



How will we solve your problem?

We have an established line of cars that help to fulfill all needs.

Target Audience

We market to all audiences and all markets

How we reach you

We reach our audience through television, radio, newspaper, and social media.

Key Metrics

Our audience is based on the current number of drivers in the world and the numbers of drivers with a valid drivers license.

Differentiating Factors

We are unique because we offer style, affordability, and power in all of our vehicles.

Revenue

Our number one selling vehicle the Kia Forte sells on average for \$17,890. Our revenue in 2020 was \$52 billion.

Costs

We spent over \$100 million on advertising in digital, print, and national TV in the last year and plan to increase that number this year. Our payroll for our 52,488 employees also plays a part in making us successful.

Business Boosters

Our unique logo along with our style and innovation make it hard to mimic how we operate.

Personal Fit

This business fits my personality perfectly. A business that not too flashy, but always delivers fits right in to my persona.