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## NEWS

### Kia unveils the all-new Seltos: a bold SUV with a strong presence and maximized user experience

- **The all-new Kia Seltos makes its global debut through an online world premiere themed ‘The Protagonist’**
- **Redesigned with authentic SUV styling and practical functionality**
- **Strengthens Kia’s SUV lineup, reaffirming its role as a key global model**
- **Empowers users to discover their true selves like a protagonist through a unique experience**

**(Seoul) December 10, 2025** – Kia today unveiled the **all-new Kia Seltos**, the second generation of its globally successful subcompact SUV. Representing a bold evolution of one of Kia’s key models, the new Seltos underscores the brand’s design leadership and commitment to delivering refined practicality and advanced usability for modern lifestyles.

As a strategically significant global product, the all-new Kia Seltos has been re-engineered to offer a more confidence-inspiring driving experience and smarter everyday usability. Building on its reputation for value and reliability, the new model combines authentic SUV presence with intelligent technology and enhanced comfort, setting a new benchmark in the subcompact SUV segment.

#### **The Protagonist: mobility for living as your true self**

Kia debuted the all-new Kia Seltos through an online world premiere themed “**The Protagonist.**” The brand film presented at the launch portrays three individuals pursuing a new achievement, freedom and deeper connections with loved ones, reflecting how the Seltos empowers drivers to realize their passions and live as the protagonists of their own story.

*“The Kia Seltos has always represented best-in-class value, and the next generation model builds on that legacy with an enriched offering that resonates with the diverse passions of our customers. Its expanded global presence and abundant practical and stylish features underline Kia’s commitment to meeting diverse mobility needs worldwide.”* - Ho Sung Song, President and CEO of Kia Corporation

#### **The Outstanding SUV: practical yet stylish and confident**

The all-new Kia Seltos embodies Kia’s vision of a confident and versatile subcompact SUV that blends bold design, intelligent packaging and seamless connectivity. As a core model in

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Kia's global SUV lineup, Seltos reflects the brand's bold and progressive identity — functional, comfortable and ready for any lifestyle.

Designed for those who value individuality and versatility, the all-new Kia Seltos combines urban agility with family-ready practicality. Improved cabin space and smarter convenience features make daily driving both effortless and enjoyable.

### **Bold and progressive exterior for every dimension of life**

Developed under Kia's Opposites United design philosophy, the all-new Kia Seltos embodies the spirit of the **Relentless Innovator** — harmonizing rugged SUV strength with refined modernity. Its wider stance, precise surfaces and structured forms express capability and confidence from every angle.

Key exterior highlights include :

- **Dimensions:** 4,430 mm (L) × 1,830 mm (W) × 1,600 mm (H); wheelbase 2,690 mm — enabling a spacious cabin.
- **Front design:** Wider grille with Kia's star map lighting signature and dynamic welcome light sequence; flush door handles for enhanced aerodynamics and visual sophistication.
- **Side design:** Diagonal character lines, a floating roofline and strong shoulder contours create a dynamic silhouette that conveys forward motion even when stationary. Contrasting cladding and satin silver color accents emphasize durability and refinement.
- **Rear design:** Vertical tail lamps extend across the tailgate to emphasize width and stability.
- **Trims:** X-Line, with its dark gun metal finishes and reinforced lower garnishes, projects rugged capability, while GT-Line delivers a sportier aesthetic with sleek body-colored accents.

At the world premiere, Kia will unveil three standout colors — Iceberg Green, Gravity Gray and a bold matte Magma Red — showcasing a palette that ranges from modern sophistication to strong, expressive hues.

Together, these elements present a subcompact SUV that merges practicality with expressive design — a bold and progressive companion built to complement every dimension of modern life.

### **A modern, connected and intelligently optimized interior space**

The interior of the all-new Seltos has been reimaged to meet the evolving needs of modern mobility — whether commuting, traveling with family, or exploring beyond the city.

A low, horizontal dashboard enhances forward visibility and creates a sense of openness, while optimized packaging ensures generous headroom and legroom for all passengers. The adoption of a column-type Shift-by-Wire (SBW) system frees up the center console, enhancing

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functionality and contributing to a more open cabin environment. An uncluttered layout with premium materials convey both modernity and comfort throughout the interior.

Convenience and comfort highlights include :

- **Wide panoramic sunroof** for an open, airy atmosphere
- **Customizable 64-color mood lighting** to enhance in-car ambience
- **Second-row reclining seats** adjustable by a total of 24 degrees (12 degrees forward and backward)
- **Premium Harman Kardon and Bose audio systems** delivering immersive, high-fidelity sound optimized for the cabin's acoustic architecture
- **Kia Connect Store** for digital personalization and entertainment options, including collaborations with Disney and NBA

### **Driving performance and powertrain**

Built on Kia's latest K3 platform, the new Seltos delivers confident, refined and versatile driving performance. Enhanced body rigidity, improved noise insulation and balanced chassis tuning ensure smooth and stable handling, while optimized suspension and steering contribute to stability and control.

The all-new Seltos offers a balanced range of powertrain options, delivering strong everyday performance, long-distance usability and efficiency to meet diverse customer needs across global markets.

- **1.6-liter T-GDI turbocharged petrol engine (Standard Output):** 180 PS and 265 Nm, offered with 7-speed dual-clutch transmission (DCT) or 6-speed manual transmission (MT)
- **1.6-liter T-GDI turbocharged petrol engine (High Output):** up to 193 PS and 265 Nm of torque, paired with 8-speed automatic transmission (AT)
- **2.0-liter petrol engine:** 149 PS and 179 Nm, optimized for fuel efficiency and smooth everyday driving

Optional all-wheel drive, paired with a multi-link rear suspension and Terrain Mode — offering drive settings for Snow, Mud and Sand — enhances stability and control in challenging conditions. Drive Mode Select (Eco, Normal, Sport) adapts performance for diverse environments, from city streets to rougher roads, while maintaining composed handling and comfort for all occupants.

A hybrid variant will join the lineup in 2026 bringing higher efficiency and expanded everyday usability. Along with Vehicle-to-Load (V2L) functionality for powering external devices, the hybrid model will introduce Kia's Smart Regenerative Braking System 3.0 — a next-generation technology that automatically adjusts regenerative braking based on traffic flow and navigation data to optimize energy recovery.

### **Technology, safety and convenience in harmony**

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The all-new Seltos prioritizes safety through advanced structural engineering and a comprehensive suite of driver-assistance technologies. Extensive use of ultra-high-strength and hot-stamped steel enhances body rigidity and occupant protection.

A full suite of advanced driver-assistance systems enhances confidence behind the wheel, helping the driver maintain control and awareness in diverse driving environments.

- **Highway Driving Assist 2 (HDA 2)**
- **Lane Following Assist 2 (LFA 2)**
- **Forward Collision-Avoidance Assist 2(FCA 2)**
- **Safe Exit Warning (SEW)**
- **Surround View Monitor (SVM)**
- **Parking Collision-Avoidance Assist-Reverse (PCA-R)**
- **Parking Distance Warning-Front/Side/Reverse (PDW-F/S/R)**

Head-Up Display (HUD) projects key driving information directly onto the windshield for improved awareness and safety. Together, these systems help ensure peace of mind for drivers and passengers alike.

Following its safety-first foundation, the Seltos integrates intuitive technology to enhance everyday convenience:

- **Panoramic display** combining two 12.3-inch screens with a dedicated climate control panel
- **AI Assistant** powered by generative AI for natural, conversational interaction
- **Over-the-Air (OTA) software updates** to keep systems current
- **Digital Key 2** for secure smartphone-based vehicle access and sharing

With a class-leading luggage capacity of 536 liters (VDA) and flexible storage configurations, including a foldable dual-level cargo board, the Seltos supports both daily life and weekend adventure. Kia's AddGear accessory system further enhances everyday usability by allowing customers to attach modular storage accessories that help customers keep everyday essentials neatly organized.

## **Global rollout**

Global production of the all-new Seltos begins in December 2025 starting with India, followed by launches in Korea, North America, Europe and China throughout 2026.

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### [All-New Kia Seltos Specification]

All-New Kia Seltos				
Segment		subcompact SUV		
Dimension (mm)	Length	4,430		
	Width	1,830		
	Height	1,600		
	Wheelbase	2,690		
Powertrain	Option	1.6-liter T-GDI petrol engine (High Output)	1.6-liter T-GDI petrol engine (Standard Output)	2.0-liter petrol engine
	Output	193 PS and 265 Nm	180 PS and 265 Nm	149 PS and 179 Nm
Transmission		6-speed manual / 6-speed & 7-speed dual clutch auto / CVT (auto) / 8-speed auto		
Drivetrain		2WD / AWD		
Suspension		MacPherson strut (front) / torsion beam (rear) / multi-link (rear)		
Drive Modes		Eco / Normal / Sport		
Load Capacity		536 liters		
Wheel Options		16-inch, 17-inch, 18-inch, 19-inch		
Exterior Highlights		Star Map lighting / Flush door handles / Dynamic Welcome Light / 19-inch X-Line wheels / Two-tone roof options / Matt exterior colors (Ivory silver matte, Magma red matte, Dark gun metal)		
Interior Highlights		Customizable 64-color mood lighting, Dual 12.3-inch widescreens, Column type SBW, Mesh headrest		
Connectivity		Kia AI assistant – powered by ChatGPT, Over-the-air (OTA) updates, Feature-on-Demand including YouTube, Netflix and display theme options		
Safety / ADAS		Highway Driving Assist 2 (HDA 2), Lane Following Assist 2 (LFA 2), Forward Collision-Avoidance Assist 2(FCA 2), Safe Exit Warning (SEW), Surround View Monitor (SVM), Parking Collision-Avoidance Assist-Reverse (PCA-R), Parking Distance Warning-Front/Side/Reverse (PDW-F/S/R)		
Comfort & Storage		12-inch windshield HUD, Panoramic sunroof, Premium audio systems, Driver's relaxation comfort seat, Reclining rear seat function, Foldable dual-level cargo board, 100W USB, Kia AddGear		

※ Specifications may vary by market.

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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 80 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)*

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