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## **Kia's Pan-European training programme wins Award**

- **cee'd launch training programme wins International German Training Award**
- ***Association of Sales Promoters & Trainers* recognises Kia achievement**
- **Centralized Training Initiative to support Kia cee'd launch is highly praised**

Kia Motors Europe is pleased to reveal that its 2007 Pan-European cee'd Launch Training Programme has received the 'International German Training Award 2008' from the German *Association of Sales Promoters and Trainers*. The award recognises excellence in the training market and is one of the most renowned training awards in Germany.

Kia's centralized training initiative consisted of a blended learning model in which web-based training was combined with classroom sessions and product-sampling driving events. More than 1,400 sales consultants from 750 dealerships and 11 European countries participated in the training, which was delivered in nine languages.

For this initiative, Kia partnered with Raytheon Professional Services (RPS) because of its expertise in product launch training initiatives, its pan-European infrastructure and its proven experience in working with a diverse set of European cultures and languages. Post-training monitoring and feedback showed that the Kia course had generated the best results ever measured by KME.

The International German Training Awards programme is administered and judged by the German *Association of Sales Promoters and Trainers*. Awards for this prestigious annual competition recognise outstanding achievements for innovative training concepts that have also demonstrated clear and measurable results. Entries are submitted by companies,

organisations and associations, training companies, consultants or HR managers who conduct trainings, further education programmes, professional development and other qualification initiatives.

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### **Editors' Notes**

#### **Kia Motors Europe**

Kia Motors Europe is the European sales, marketing, and service arm of Kia Motors Corporation. With its headquarters in Frankfurt, Germany, it covers 29 markets in Europe.

#### **About Kia Motors Corporation**

Kia Motors Corporation ([www.kia.com](http://www.kia.com)) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. More than 1.4 million vehicles a year are produced at 14 manufacturing and assembly operations in eight countries. These vehicles are sold and serviced through a network of distributors and dealers covering 165 countries.

Kia today has more than 33,000 employees and annual revenues of almost US\$17 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA – the governing body of the FIFA World Cup – as well as a EUROTOP partner of UEFA. Kia Motors Corporation's brand slogan – 'The Power to Surprise' – represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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