

## Kia Seltos to debut in SA before year end

Having made its international debut in Delhi, India in June this year, the all-new Kia Seltos compact SUV will make its South African debut in the second half of November 2019.

Characterised by the distinctive design details and build quality Kia Motors is globally renowned for, the Seltos is set to bring sophistication and assertiveness to the ever-growing compact SUV segment.

“Seltos is a truly exciting new addition to the Kia lineup in South Africa,” says Gary Scott, CEO, Kia Motors South Africa. “As South Africa’s love affair with SUVs continues to grow, we are very excited that we can now offer another progressive, high-quality Kia model in a very competitive segment.”



Source: <https://motorpress.co.za>

The all-new Kia Seltos is manufactured at two of Kia’s production facilities (in Korea and India), each catering to different regions, with South African models originating from Kia’s new facility in India. Located in Anantapur in India’s Andhra Pradesh province, the facility represents an investment of US\$1 billion and has an annual production capacity of 300,000 units. The facility – initially producing only the Kia Seltos – opened in January, with sales in the Indian market commencing in July this year.

A new entrant into the Indian market, Kia Motors commenced retail sales in India with the highest number of dealerships ever seen from a new car entrant into that market – a strategy that has proved successful. A highly competitive market, Seltos broke multiple records in India: Kia secured record first-day pre-bookings (6,046 units), as well as a new record for total pre-bookings prior to going on sale (31,786 units). During the first 10 days on sale, Kia Motors India clocked up a record 6,200 sales of the new Seltos.



Source: <https://motorpress.co.za>

The all-new Kia Seltos has been receiving similarly high levels of interest in South Africa, with more than 3,000 people signing up to be the first to know about Kia's exciting new SUV. Two lucky customers also stand the chance of winning an international Kia Seltos Experience: one winner will visit the home of Kia in South Korea for a unique K-Pop experience (including VIP attendance to the international K-Pop Music Awards in Seoul and meeting supergroup, BLACKPINK) while a second winner will have experience the Australian Open in Melbourne in January.

The all-new Kia Seltos will go on sale nationally in the second half of November 2019. Pricing will be released closer to the on sale date.

For more, visit: <https://www.bizcommunity.com>