

**Kia Europe media contact**

Pablo Gonzalez-Huerta

PR & Communications Manager

T. +49 69 850 928 100

E. pghuerta@kia-europe.com

NEWS

**Strictly embargoed until 10AM CET, November 8, 2023**

The Kia EV9: the future-ready electric SUV

* **Kia’s latest eSUV to feature an WLTP confirmed driving range of up to 563km[[1]](#footnote-2) and 800V ultra-fast charging (15 minutes of charging results now in 249km of range)**
* **Bold look inspired by Kia’s ‘Opposites United’ design philosophy**
* **Adventurous 6- or 7-seater SUV is rugged yet sophisticated, paving the way to emission-free and connected mobility**
* **Leather alternatives, biomaterials and recycled plastic kick off Kia´s second-step shift to sustainable materials**

**November 8, 2023** – The Kia EV9 is an all-electric SUV designed and built for modern lifestyles in the electrified era. As the company’s first three-row electric flagship SUV, the spacious, and striking EV9 is a rugged, sophisticated, and technologically advanced electric vehicle. Available as a six or seven-seater, it combines bold styling, premium versatility, multifaceted connectivity, and Kia’s signature ‘Opposites United’ design to deliver a vehicle that’s ready for anything, with a confirmed driving range of up to 563 kilometres, according to WLTP (Worldwide Harmonized Light Vehicles Test Procedure).

The vehicle’s striking visual presence is inspired by Kia’s ‘Opposites United’ design philosophy that finds harmony in the contrasting qualities of nature, modernity, and technology. A powerful yet serene stance and a range of smart innovations make the EV9 equally capable at home, off-road and in urban areas, while the intelligent use of the interior space enables everyone on board to be comfortable, relaxed, and connected.

### A new EV and SUV benchmark

Built on Kia’s Electric Global Modular Platform (E-GMP), the EV9 is ahead of the pack in the E-SUV segment. The vehicle’s long wheelbase and completely flat electric vehicle platform architecture provide generous space for all occupants, with lounge-style comfort in all three rows of seats. When opting for the 6-seat variation, the customer can choose between optional relaxation or swivel function for the second-row seats. The relaxation seats offer superior comfort while the swiveling seats can be turned around to face the third row. In addition, the EV9 features innovations that make journeys more comfortable and convenient, including digital side mirrors, pop-up type auto flush door handles, first- and second-row ventilated seats, and a Triple Panoramic Display.

The driving range of up to 563 kilometres is complemented by ultra-fast charging that can add up to 249km of driving range in 15 minutes. The EV9 is also equipped with bi-directional charging, meaning not only can customers charge their EV using a wall box or public charging point, but they can also use the power stored in the EV battery to power electronic appliances (V2L) – or even, in the future, their home (V2H) or the grid (V2G).

The EV9 carries the DNA of the future as it is the first Kia vehicle that comes with additional software upgrades via the Kia Connect Store, enabling customers to update and personalize their vehicle with the features they want. The Kia EV9 represents a pivotal step forward in the company's journey towards becoming a sustainable mobility solutions provider and is helping to pave the way to emission-free and fully connected mobility.

# A bold design inspired by nature: Opposites United

Like the award-winning Kia EV6, the Kia EV9 embraces the company’s “[Opposites United](https://press.kia.com/eu/en/home/media-resouces/press-releases/2023/Kia-celebrates-Opposites-United-design-philosophy.html)” design philosophy. The exterior is characterised by rock solid geometry, clean lines, and a bold SUV profile.

At the front, the EV9 features the latest generation of the company’s Digital Tiger Face. The distinctive vertical headlamps are powered by LEDs and characterised by a thin lens projection, or for the GT-line, small cube projection.

To the rear, a unique star map lamp graphic within the signature LED taillights gives the Kia EV9 an instantly recognisable look. Automatic flush door handles contribute to a modern, high-tech look, while active air flaps with Air Curtain improve aerodynamic efficiency. 19 or 21-inch noise-absorbing tires mounted with a unique rectangular design element complete the exterior.

The EV9 will be available in five glossy colours in Europe, including Snow White Pearl, Aurora Black Pearl, Flare Red, Pebble Gray, Iceberg Green. In addition, Ivory Silver glossy or matt are exclusively available for the EV9 Baseline. Finally, carried over from the Concept EV9, Ocean Blue can be applied to the GT-line in a matt or glossy finish.

### Minimalistic interior for an intuitive experience

The Kia EV9 is characterised by a spacious interior with a minimalist and easy-to-use layout. The unique EV architecture, with the long wheelbase and flat floor of the E-GMP, allows for more cabin space than ever before. The EV9 comes with three rows of seats and is available in both a six-seat and a standard seven-seat layout. It is currently one of the only seven-seat EVs available.

Upon entering the Kia EV9, customers will be welcomed by the Kia emblem on the steering wheel, which illuminates while driving. The model also comes with the option of Digital Side Mirrors (DSM) – digital screens connected to cameras instead of analogue mirrors. These expand the driver’s field of vision, increasing both safety and convenience. The digital rear view mirror, meanwhile, can be used as a normal electric chromatic mirror or as a display for camera picture which enables the driver to get a safe rear view in situations when the view is obscured.

The centre console is equipped with a fast wireless phone charger. The lower part of the crash pad contains a USB-C port and charger, while the second and third rows also feature USB-C chargers. Various, “dual colour” ambient mood lights are applied inside the front rear armrests and on top of the map pocket, providing different lightning functions such as speed linkage and car camping mode. The hidden illuminated buttons ensure intuitive handling. Interior colour schemes include Dark Gray & Black, Brown & Black, Dark Gray & Light Gray and Navy Blue & Dark Gray. The availability of each colour scheme depends on the trim level and separate colors will be applied for lower and upper parts.

### Unique seating configuration options

The first row offers relaxation seats which can be reclined with the footrest extended while parking or charging. The electronically adjustable seats are equipped with an integrated memory system, automatically adjusting the position of the seat as well as the steering wheel to the driver’s pre-set preference. Additionally, the third row is equipped with armrests including bottle and cup holders. Each relaxation set is equipped with an additional leg rest, and with full ventilation both on the front and the rear, to maximise the driving and travelling experience.

On top of the first-row relaxation seats, the six-seat layout available for GT-Line comes with one of two extra options for second row passengers which will make breaks even more comfortable for the passengers: the first one, which turns the vehicle interior into a lounge using second row swivelling seats and the second one, with second-row relaxation seats with wing-out headrests. The third mode, meanwhile, allows second-row passengers to recline when the first-row passengers are relaxing, as well, ensuring maximum comfort for all passengers on the journey.

The six-seat version with swivelling seats has second-row seats optionally equipped with a 180-degree swivel function: the second-row passengers can turn their seats and face the third row and directly interact with each other. These two alternative seat layouts redefine possibilities for in-car activities, whether parked, charging, or camping.

In addition to the separate settings for the driver and the front passenger, the completely independent climate system in the back of the vehicle offers improved rear passenger comfort. This saves energy by only heating or cooling passengers when they want it, where they want it. In addition, the EV9 is the first Kia model in Europe with the new Kia climate control panel. This makes it easier to see and control all climate settings without needing to access the infotainment sub-menus.

### Trailblazing space innovation for a unique vehicle architecture

With a length of 5,010mm, the Kia EV9 is Kia’s most spacious passenger vehicle yet and it is the second Kia model to be built on the HMG’s dedicated BEV platform: the [Electric Global Modular Platform, or e-GMP](https://press.kia.com/eu/en/home/media-resouces/press-releases/2020/EV_Platform_E_GMP.html). The baseline model is 1,980mm wide and 1,755mm tall, with a 3,100mm wheelbase. The EV9 GT-line is 5,015mm in length, 1,980mm in width and 1,780mm in height, and has a wheelbase of 3,100mm. Besides being spacious and roomy for passengers, the Kia EV9 also comes with additional storage space in the form of a frunk, or front trunk. The rear-wheel drive variation has a maximum frunk volume of 90 litres, while the all-wheel drive version offers 52 litres of storage space. The rear trunk offers 828 litres of storage space when 4/5 seats are upright and up to 333 litres when 6/7 seats are facing upright.

### Sustainable movement with an eco-friendly interior

In line with its transformation to become a sustainable mobility solutions provider, Kia has defined a Design Sustainability Strategy to integrate more eco-friendly materials into its cars. Specifically, the plan encompasses phasing out the use of animal-based leather, applying ten ‘must-have’ sustainable items in its vehicle interiors, and continuously innovating new, bio-based materials.

The Kia EV9 represents the first stage in this journey, with [eco-friendly interior materials](https://www.hyundaimotorgroup.com/story/CONT0000000000026161) such as a leather alternative made of Bio-Polyurethane, which is partially derived from corn. In addition, recycled PET (polyethene terephthalate) and TPO (thermoplastic olefin) are integrated into the dashboard and the door and pillar trim. For the interior garnishes, the EV9 is designed with recycled plastics from post-consumer waste.

The fabric and carpets are made from recycled PET as well as recycled fishing nets and create a cozy, premium feeling. The switch and trim features bio paint, while the interior trims use BTX-free paint. The yarn and felt throughout the vehicle are made from 100% recycled PET. In conclusion, leather alternatives and materials made from recycled plastics mark an important and significant shift towards more sustainable interiors.

# Two drivetrain options deliver excellent range and acceleration

The Kia EV9 is available with either rear-wheel drive or all-wheel drive. Both versions come with a 99.8 kWh battery featuring Kia’s fourth-generation battery technology.

The rear-wheel drive version has a 149.5 kW motor which is capable of a maximum torque output of 350 Nm. With a top speed of 185 km/h, this drivetrain variation can accelerate from 0-100 km/h in 9.4 seconds. It has an all-electric driving range of up to 563km, according to WLTP.

The all-wheel drive (AWD) variation is powered by twin 141 kW electric motors with maximum torque of 250 Nm and 350 Nm for the base line and 350 Nm and 350 Nm for the GT-line version (front and rear, respectively). It has a top speed of 200kmh. The base line version can accelerate from 0-100kmh in 6.0 seconds, while the GT-line or upgraded base line can do the same in just in 5.3 seconds. AWD variations boast an estimated WLTP all-electric driving range of up to 512 km[[2]](#footnote-3) for the Baseline and 505 km[[3]](#footnote-4) for the GT-Line.

The Kia EV9 is capable of 800-volt ultra-fast charging, meaning customers can spend more time driving and less time charging. 15 minutes of charging results in an up to 249 km of all-electric driving range for the RWD version and up to 226 km for the AWD version.

### Innovative bi-directional charging: the energy solution of the future

The Kia EV9 is capable of bi-directional charging, enabling advanced future technologies as Vehicle-to-Load (V2L), Vehicle-to-Building/Vehicle-to-Home (V2B/V2H) and Vehicle-to-Grid (V2G). V2L, first introduced with the Kia EV6 and available standard with the EV9, allows customers to power appliances using their EV9 battery by plugging the cable into the EV charging port.

V2B and V2H refer to the vehicle’s ability to power a building or the customer’s home. V2G means the vehicle can transfer energy directly back to the grid, by storing cheap electricity at off-peak hours and transferring it back during periods of peak demand. V2B, V2H and V2G will be gradually rolled out throughout Europe.

### Kia EV Route Planner for added security and peace of mind

Thanks to innovative Kia EV Route Planner, customers can spend less time planning their journey around charging point availability. When the navigation system detects the battery charge isn’t sufficient to get to a set destination, it automatically recommends a charging point for the planned route. This reduces range and charging anxiety for customers by automatically showing them when, where, and for how long to charge.

When driving in cold temperatures, this feature also works together with battery conditioning to pre-heat the battery to the optimal charging temperature before it reaches the station. This allows customers to take advantage of time-saving ultra-fast charging, no matter the weather.

# Ride & Handling: performance and comfort find the perfect balance

The Kia EV9 is a true SUV, able to handle challenging terrain while still offering a comfortable ride. It has been tuned to find the perfect balance between performance and comfort, offering one of the best driving performances in its segment. Customers can expect predictive yet confident handling, linear and smooth steering, and mild and balanced driveability.

The vehicle is equipped with four different drive modes to best suit driver preferences as well as driving conditions. These include: Eco, which maximises efficiency; Sport, which raises the power curve for a better performance; Normal, for balance between performance and efficiency; and My Drive, which drivers can customise themselves.

In everyday driving situations, the new Multi-Link suspension provides a smooth and comfortable ride, while the self-levelizing rear damper improves both driving performance and stability when the vehicle is carrying a heavy load. Noise, vibration, and harshness (NVH)-minimising tires combined with the near-silent electric motor result in an overall quiet and peaceful ride. The belt-type rack and pinion motor-driven power steering (R-MDPS) results in precise yet responsive steering, placing the EV9 at the top of its class.

Customers looking for a more dynamic driving experience on an SUV will appreciate the EV9’s low centre of gravity, which results in more stable vehicle dynamics and, therefore, better handling on cornering. This is due to the battery, which is integrated directly into the E-GMP platform.

In low-grip conditions such as when driving on wet, snowy, or muddy roads, all-wheel drive isn’t the only feature that will improve safety as well as performance. The Terrain Mode Select system allows drivers to select Mud, Sand, or Snow mode by pressing a button on the steering wheel when they’re driving on low-grip surfaces. The system then automatically adjusts the powertrain control, torque distribution, and chassis for optimal performance on the selected surface. If the wheels do start to spin, the Traction Control System (TCS) and Electronic Stability Control (ESC) respond with braking intervention to regain control. This results in safer and more controlled driving.

# Infotainment: technology with purpose

The interior of the Kia EV9 is equipped with simple, refined technology for an intuitive user experience. The Panoramic Wide Display consists of a 12.3-inch cluster in front of the driver, a 12.3-inch infotainment screen and a 5.3-inch applied climate system for seat and heating information. The EV9 can also be optionally equipped with a Head-Up Display (HUD) for added convenience. As well as physical buttons on the steering wheel, additional hidden buttons only light up on the center console when the car is switched on.

The Kia EV9’s touchscreen navigation system offers a wide range of features such as Bluetooth multi-connection as standard, enabling occupants to connect two mobile devices at once, while Android Auto and Apple CarPlay functionality are also standard. It comes with improved usability of voice recognition based on natural language enabling using services such as navigating, turning on the media and controlling the temperature. Music Streaming will be available as an upgrade. A Quick Control Screen, meanwhile, which can be accessed by swiping down from the top of the screen, enables customers to access frequently used features without having to navigate through menus and sub-menus. Google Fast Pair Service makes it even easier for Android users to connect their phone to the vehicle’s infotainment system.

One new feature, Car Wash Mode, makes it even more convenient to use an automatic car wash. With the press of one button all settings necessary to enter an automatic car wash are activated, including making sure all doors and windows are closed, pulling in the side mirrors, and making sure the auto flush door handles stay in.

As with other Kia models, EV9 customers can benefit from Kia Connect Live Services, which include online navigation as well as real-time information on traffic information, parking availability and parking costs, locations and pricing for fuel stations and EV charging points, weather forecasts, online POI search, and, in markets where available, speed camera information.

### Meridian Premium Sound System for an unrivalled audio experience

For music lovers, the Kia EV9 offers a Meridian Premium Sound System with 14 speakers throughout the vehicle and an external amplifier. The Intelli Q feature automatically adjusts the volume and sound quality based on vehicle speed change, and Horizon allows for simultaneous control over music playback and image/surround.

### More personalization via the Kia Connect Store

The EV9 will be the first Kia vehicle offering software upgrades for an even higher level of flexibility and choice. These can be purchased conveniently via the Kia Connect Store and then installed remotely using Over The Air (OTA) updates. This makes it easier than ever for customers to upgrade their Kia experience and stay up to date with the latest technology.

These upgrades will encompass a variety of technology and services across the vehicle’s lifetime including safety and convenience features, driving performance, external appearance, and infotainment. Specifically, they will include:

* Remote Smart Parking Assist 2 (RSPA 2), where the vehicle can automatically park itself with or without the driver inside, with improved object detection compared to the previous generation.[[4]](#footnote-5)
* Boost[[5]](#footnote-6), which increases the maximum torque of the Baseline AWD front motor from 250 to 350 Nm and results in a 0.7 s faster acceleration from 0-100 km/h (5.3 seconds instead of 6 seconds). This feature will be initially introduced in Germany and rolled out to Europe based on each country’s regulations.
* Music Streaming, which allows users to stream content from multiple content providers via the vehicle’s display.

# Safety and peace of mind as standard

The Kia EV9 is equipped with a variety of active driver-assist and safety features for maximum convenience and safety on the road. It also comes standard with the latest generation of Highway Driving Assist 2. HDA 2 combines Lane Following Assist 2 (LFA 2) with Hands On Detection (HoD) and the SCC Smart Cruise Control. This system helps to maintain a set distance and speed from the vehicle ahead. Lane Change Assist, which was also included in the previous generation of HDA, helps the vehicle change lanes when the driver turns on the turn signal. The vehicle will automatically switch lanes in the direction indicated when it is safe to do so.

Lane Following Assist 2.0 (LFA 2.0), meanwhile, ensures a safe side passing distance by adjusting the vehicle’s position in its lane. Similarly, Lane Keeping Assist (LKA) issues a warning and, if needed, assistance steering if the vehicle starts to drift from its lane without the turn signal being activated.

Blind View Monitor (BVM) and Blind-spot Collision-avoidance Assist (BCA) both provide added safety to prevent rear collisions. Blind View Monitor displays the rear side view when the turn signal is activated for additional visibility during lane changes, and Blind-spot Collision-avoidance Assist provides a warning or assistance braking if another vehicle is detected when exiting a parallel parking spot or changing lanes.

Forward Collision-avoidance Assist 2 (FCA 2) with Junction Turning/Crossing helps avoid collisions with a variety of other road users, including pedestrians, cyclists, and other vehicles – including in challenging situations such as navigating an intersection, dealing with oncoming traffic, and during lane changes. Depending on the situation, the system may provide a warning or apply evasive steering or emergency braking to prevent a collision.

The Intelligent Front-lighting System (IFS) automatically turns on high beams at night to improve both night visibility and safety. High Beam Assist (HBA), meanwhile, can recognize the ambient light of an oncoming vehicle and turn the high beams off or on again accordingly.

Driver Attention Warning (DAW) and the in-cabin camera monitor the driver’s behavior and issues a warning if their attention level is determined to be too low. Similarly, when stopped at a traffic light, it can also warn the driver if the vehicle ahead of them has already departed and the driver did not react quickly enough.

Intelligent Speed Limit Assist (ISLA), meanwhile, recognizes the speed limit of the road and warns the driver if they start to exceed it. When combined with Smart Cruise Control, the vehicle speed will adjust automatically when the speed limit changes.

The Kia EV9 provides class-leading levels of protection and safeguarding for both occupants and batteries, including nine airbags that even cover the third row.

### Improved safety while stopped and parking

The Kia EV9 also comes with several intelligent features to make driving and parking more convenient. For example, Surround View Monitor (SVM) displays a changeable 360-degree view when parking or driving which can even be transmitted to a smartphone. Rear View Monitor (RVM), meanwhile, displays a rear view when parking and driving.

Rear Cross-traffic Collision-avoidance Assist (RCCA) prevents collisions by issuing a warning or braking when the vehicle is in reverse and an oncoming vehicle is detected coming from the side – for example, when backing out of a parking space. Parking Distance Warning (PDW), Parking Collision-avoidance Assist - Front and Side (PCA-F/S) and Parking Collision-avoidance Assist - Reverse (PCA-R) help prevent collisions with pedestrians and objects during parking, and Remote Smart Parking Assist 2 (RSPA 2), which is available as an optional upgrade, allows the vehicle to park itself in perpendicular, diagonal, and even parallel parking spots – whether the driver is in the vehicle or not.

The Kia EV9 also comes standard with two safety features specifically designed to protect rear passengers: Safe Exit Warning (SEW) and Safe Exit Assist (SEA). When the vehicle is stopped and another vehicle is approaching from behind, the system either sounds a warning or activates the automatic child locks to prevent a rear passenger from exiting the vehicle in an unsafe situation.[[6]](#footnote-7)

- Ends -

**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)

1. Updated figure based on [WVTA](https://single-market-economy.ec.europa.eu/sectors/automotive-industry/technical-harmonisation/technical-harmonisation-eu_en) figures received on October 3rd 2023. [↑](#footnote-ref-2)
2. Updated figure based on [WVTA](https://single-market-economy.ec.europa.eu/sectors/automotive-industry/technical-harmonisation/technical-harmonisation-eu_en) figures received on October 3rd 2023. [↑](#footnote-ref-3)
3. Updated figure based on [WVTA](https://single-market-economy.ec.europa.eu/sectors/automotive-industry/technical-harmonisation/technical-harmonisation-eu_en) figures received on October 3rd 2023. [↑](#footnote-ref-4)
4. RSPA 2 is only available for Baseline versions because they are already standard for the GT-line. [↑](#footnote-ref-5)
5. “Boost” will only be available for Baseline AWD models. [↑](#footnote-ref-6)
6. Not available in the UK [↑](#footnote-ref-7)