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**WON-JEONG JEONG**

**President, Kia Motors Europe**

In April 2020, Won-Jeong Jeong was appointed to President, overseeing the brand’s European operations.

In his new role, Mr. Jeong will oversee the launch of Kia’s new brand identity in Europe, through which Kia aims to raise perceptions of the brand as a leader in electrification, particularly among Millennial and ‘Gen-Z’ consumers. This forms a key tenet of ‘Plan S’, the company’s mid- to long-term strategy aimed at establishing a leadership position in the future automotive industry. With extensive experience across the automotive value chain, as well as expertise in Kia’s overseas operations, Mr. Jeong is ideally placed to drive the company’s transition towards EVs and mobility solutions.

Prior to his position as President for Kia Motors Europe, Mr. Jeong has worked his way through an array of leadership roles. He started his career with Hyundai Motor Group in 1992, and, most recently, held the position of Vice President Global Business Planning Group in Korea and, before that, President of Kia Motors Russia. Mr. Jeong has also made a major contribution to the growth of Kia’s European sales in recent years, having previously held roles at Kia Motors UK and Kia Motors Europe.

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For further information on Kia please visit [www.kiapressoffice.co](http://www.kiapressoffice.com).uk or contact:

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| --- | --- |
| Stephen KitsonDirector of Corporate Communications | E: skitson@kia.co.uk   T: 01932 832 075 M: 07795 011 936 |
| Daniel Sayles Head of Press & Public Relations | E: dsayles@kia.co.uk   T: 01932 832 073 M: 07747 149 149 |
| Sara Robinson     Senior Press Officer | E: srobinson@kia.co.uk T: 01932 832 072 M: 07919 482 332 |
| Moyosola FujamadePress Officer (events) | E: mfujamade@kia.co.uk   T: 01932 832 069 M: 07471 216 343 |
| Lauren MartinPress Officer (press fleet) | E: lmartin@kia.co.uk T: 01932 832 071 M: 07557 268 252 |
| Melissa LodgePress Office Assistant | E: mlodge@kia.co.uk T: 01932 832 079 M: 07795 011 475 |
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