



FOR IMMEDIATE RELEASE

Kia Motors Corporation partners Main Market Listed Company, Bermaz Auto Berhad, for automotive assembly and appoints its subsidiary, Dinamikjaya Motors Sdn Bhd, as distributor for Kia vehicles in Malaysia

Kuala Lumpur (1 April 2021): Kia Motors Corporation (“**Kia**”) and Bermaz Auto Berhad (“**BAuto**”) has formed a strategic partnership to drive the expansion of production and/or assembly of Kia vehicles in Malaysia. A newly incorporated company to be known as Kia Malaysia Sdn Bhd (“**KMSB**”) shall be formed to undertake the assembly of completely knocked down (CKD) Kia vehicles in Malaysia (“**Kia JV**”).

To start with, three models are planned under the Kia JV for the Malaysian market whereby, Kia Seltos and Kia Carnival are slated for start of production under this new set up while the third model will be determined at a later stage. Kia intends to make KMSB the regional manufacturing hub for its Kia brand of vehicles in ASEAN countries and other potential markets.

In line with its expansion plan and transformation strategy brought about by the new brand purpose, Kia has also appointed BAuto’s subsidiary, Dinamikjaya Motors Sdn Bhd (“**DJMSB**”), as the new distributor of Kia vehicles in Malaysia. Kia recognises the vast potential the market brings and finds it timely to raise the bar to progressively tap into its potential. As the new distributor, DJMSB holds the right to distribute and sell Kia vehicles, CKD and completely built up (CBU), sale of genuine parts as well as in the provision of after-sales service and to build Kia’s brand reputation and awareness in Malaysia (“**Kia Distributorship**”).

“After months of searching for the right partner, Kia is delighted to enter into the Kia JV and Kia Distributorship with BAuto. With BAuto’s proven capability in successfully building up automotive marques in Malaysia and the Philippines as well as their automotive manufacturing experience, we believe we have placed the Kia brand in good hands under the capable leadership of its Executive Chairman, Dato’ Sri Ben Yeoh.” says Mr Tae Hun (Ted) Lee, the President and Chief Executive Officer of Kia Asia Pacific.

“We are pleased to be given this opportunity to undertake the Kia JV and Kia Distributorship with our partner, Kia under Hyundai Motor Group, which is Korea's second-largest multinational automotive manufacturer and currently the fifth-largest automotive manufacturer in the world. Kia marque vehicles are well-known for their stylish looks, packed with smart features, frequent facelifts and new launches that keep prospective buyers excited over its products. The Kia JV and Kia Distributorship will complement our existing Group automotive businesses and we look forward to a successful collaboration with Kia.” says Dato’ Sri Ben Yeoh, the Executive Chairman of BAuto.

Mr Ted Lee further adds, “BAuto is a renowned public listed automotive company in Malaysia. It has a strong management team and good track record. Hence, Kia is confident that the Kia JV and Kia Distributorship will promote growth and bring synergistic benefits to both parties.”

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Bermaz Auto Berhad – about us

BAuto (www.bauto.com.my) was listed on the Main Market of Bursa Malaysia Securities Berhad on 18 November 2013 and was admitted to the FTSE4Good Bursa Malaysia Index on 22 June 2020.

BAuto is principally involved in the distribution and retailing of Mazda vehicles as well as the provision of aftersales services for Mazda vehicles in Malaysia via Bermaz Motor Sdn Bhd and Bermaz Motor Trading Sdn Bhd. Bermaz Motor Sdn Bhd commenced operations on 1 April 2008 after it entered into a Distribution Agreement with Mazda Motor Corporation on 28 February 2008 and was awarded the distributorship of specific models of Mazda Completely Built-Up vehicles, spare parts, accessories and tools in Malaysia.

Kia Motors Corporation – about us

Kia (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 75 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

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