

# Kia Motors joins list of Best Global Green Brands

Interbrand's list of the 50 Best Global Green Brands 2013 ranks the sustainability and environmental performance of the 100 most valuable brands worldwide, by assessing market perception and actual performance. This year, Korean car manufacturer Kia Motors entered the list at number 37.



This latest recognition by Interbrand follows hot on the heels of Kia's recent introduction to the 100 Best Global Brands 2012 rankings, in which Kia placed 87th.

According to the 50 Best Global Green Brands 2013 study, Kia has placed eco-management at the forefront of its brand management strategy alongside its emphasis on quality and design management since 2006. Under this initiative, Kia has made huge strides in improving the performance of its vehicles, with a strong focus on enhancing fuel efficiency and a long-term aim for zero-emission vehicles. As a result of its efforts, Kia continues to be perceived as a leader in the environmental sustainability sector.

## Ecological and social responsibility

"In our view, the best green brands are those that are not only vital, relevant, powerful and pioneering, but also profitable, ethical and ecologically responsible. We applaud Kia Motors' efforts aimed at sustainability in all facets of its global operations that have enabled the company to be named as one of our Best Global Green Brands 2013," said Jez Frampton, global CEO of Interbrand.

Kia's commitment to increasingly efficient mobility is realised partly through the introduction of the latest green technologies to its growing range of products under the EcoDynamics umbrella to ensure the company remains ahead of global emissions regulations and continuously improves average fuel consumption of its entire product line-up. This includes the development of hybrid powertrains for the brand's Forte model in Korea and Optima model in global markets, plug-in electric vehicles, full-electric vehicles and even hydrogen fuel-cell electric vehicles.

Kia has also realised an increase in the environmental performance of its supply chain, production centers and logistics

operations. The brand has been recognised for minimising harmful emissions from its operations and reducing the use of water resources during the manufacturing process, as well as recycling more than 90% of the waste generated during production at domestic plants.

Meanwhile, the brand brings its corporate social responsibility (CSR) activities together under the slogan, 'A Better Way to Go,' which has seen the introduction of the Green Light Project - a global initiative to build schools and provide school buses to children without access to education. The Green Light Project also runs disease prevention programmes and mobile clinics. In 2012, Kia realised a 15% year-on-year increase in CSR investment.

## **Eco-friendly efforts**

Tae-Hyun (Thomas) Oh, executive vice president and COO of Kia Motors Corporation, said, "Kia Motors continues to invest heavily in sustainable growth in environmental performance and corporate social responsibility around the globe.

"We strive to create safe, economical and environmentally-friendly vehicles in all our manufacturing facilities, and our business practices have been developed to match this focus on sustainability. Kia employees around the world work hard to ensure sound environmental performance in all aspects of the business, and we will continue to invest in encouraging sustainable mobility," Oh added.

David Sieff, national marketing manager, Kia Motors South Africa further added: "We are pleased with Kia's global performance and while we don't currently have access to our eco-dynamics range of vehicles, Kia Motors South Africa will continue to be a good corporate citizen that drives for operational sustainability as we have done with our solar-powered dealership in Weltevredenpark.

"In years to come we will continue to expand on these eco-friendly efforts and then supplement this with world-class eco-friendly Kia models," he concluded.

For more information, go to [www.kia.co.za](http://www.kia.co.za).

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