

# Kia reveals new corporate logo and global brand slogan

Kia Motors recently unveiled its new corporate logo and global brand slogan to signify its transformation and all-new brand purpose. According to the automaker, the new logo design represents its ambitions to establish a leadership position in the future mobility industry.



Source: [motorpress.co.za](http://motorpress.co.za)

Kia will also reveal its new brand strategy, brand purpose, philosophy and future product line-up on 15 January at 1am CET through the 'New Kia Brand Showcase' event that will be held on the Kia Global YouTube channel.

The launch of the new logo follows the announcement of Kia's 'Plan S' long-term business strategy in 2020. This is focused on popularising electric vehicles and introducing a broad range of mobility services, tailored to meet the needs and tastes of individuals and local markets.

The new logo was unveiled during a pyrotechnic display in the skies above Incheon, Korea. The event saw 303 pyrodrone launching hundreds of fireworks in a synchronised artistic display, igniting and celebrating Kia's new beginning. This set a new Guinness World Record for 'Most unmanned aerial vehicles (UAVs) launching fireworks simultaneously'. The display can be seen on the [Kia Global YouTube channel](#).



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Kia's president and CEO, Ho Sung Song, says: "Kia's new logo represents the company's commitment to becoming an icon for change and innovation. The automotive industry is experiencing a period of rapid transformation, and Kia is proactively shaping and adapting to these changes. Our new logo represents our desire to inspire customers as their mobility needs evolve, and for our employees to rise to the challenges we face in a fast-changing industry."

Kia's new slogan is 'Movement that inspires', replacing the 'The Power to Surprise' one.

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