

Surprise meets *paixão* with KIA and Vida e Caffè

Issued by [Kia South Africa](#)

5 Oct 2016

Adding a European flavour to The World's Longest Test Drive with Vida e Caffè



As KIA and RecordSetter set off on their official attempt to set the world record for The World's Longest Test Drive, the team has announced an exciting partner to the journey. Adding a distinctive European flavour to The World's Longest Test Drive, Vida e Caffè will be fuelling the crew and participants over their seven-day trip across South Africa with credited gift cards that can be used at all Vida and Torrador coffee outlets at Shell service stations along the route.

"We are delighted to be aligned with KIA's World's Longest Test Drive," notes the team from Vida e Caffè South Africa. "At Vida e Caffè, we are driven by one simple belief: 'No passion. No point.' For us, passion is about energy – it's more than just enthusiasm or excitement, it's the essence of putting in as much heart, mind, body and soul into something as possible, and then taking it that little bit further. And that's why we jumped on board. That quality will most certainly be needed for an endeavour like this. We wish the team the very best and all the *paixão* (portuguese for "passion") to take it to the finish line."

David Sieff, Marketing Director for KIA Motors South Africa, is equally excited. "We all know how exhausting it can be driving for hours at end on the road, and we think it's important that the team stays awake and energised throughout this exciting journey. We're thrilled that Vida is happy to be of assistance in helping the team, including the hundreds of participants selected from the public, set the record," he says.

The KIA RecordSetter World's Longest Test Drive kicks off on Friday, 14 October 2016, in Durban, and ends at Cape Point on Thursday, 20 October 2016 – just in time for the official debut of the all-new KIA Sportage on Friday, 21 October 2016.



The all-new KIA Sportage

KIA's record-setting attempt has seen more than 30,000 motoring enthusiasts register to participate and will, upon conclusion, set the world record for The World's Longest Test Drive.

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