

KIA Picanto announced as finalist in the 2018 South African Car of the Year competition

Issued by [Kia South Africa](#)

13 Oct 2017

The South African Guild of Motoring Journalists' (SAGMJ) has nominated the KIA Picanto as a finalist in the 2018 South African Car of the Year competition.

Following a vote by the full membership of the South African Guild of Motoring Journalists (SAGMJ), as well as a second vote by the organisation's Car of the Year Jury, the KIA Picanto has been announced as a finalist in the 2018 South African Car of the Year competition, sponsored by WesBank.



Get In The all-new, third-generation KIA Picanto made its global motorshow debut in March this year at the Geneva International Motor Show, and reached local shores less than six months afterwards. Widely regarded as one of KIA's most popular models globally, and especially so in South Africa, the previous-generation Picanto fought valiantly following its launch in 2012 to end in the runner-up position in the WesBank / SAGMJ Car of the Year competition.

The new Picanto brings a new, more youthful and notably more energetic character to the A-segment of the South African market, and exceeded sales expectations from the get-go - easily surpassing KIA Motors South Africa's monthly target in just more than two weeks. This popularity has seen Picanto end in the top 10 sellers in South Africa for two consecutive months. And with good reason.

Boasting an assertive new design and a high-quality, significantly improved cabin, the latest model also offers buyers greater space and comfort, while the car's lighter bodyshell has resulted in an even more fun driving character, as well as better fuel consumption.

"At the time of the launch in July, we believed that obvious choice in the A-segment had become the only choice," says Gary Scott, CEO, KIA Motors South Africa. "From START to SMART, there is a model for every pocket and every need, with enhanced value throughout the range. If it's high-tech and modern features you're looking for, the SMART models tick

every possible box. Similarly, the mid-spec STREET models are market winners with ABS and driver and passenger airbags. If you're shopping in the sub-R150,000 segment, you need not look any further.”

▪ **Own your journey: The new Kia Seltos** 19 Apr 2024

▪ **Double win for Kia at the inaugural  TopGear South Africa Awards** 18 Dec 2023

▪ **Kia South Africa launches 'Test Drive for Good' campaign over Heritage Day weekend in KwaZulu-Natal** 19 Sep 2023

▪ **Kia The Glen takes top honours in the 2023 Kia Dealer of the Year Awards** 5 Sep 2023

▪ **Kia EV9 wins Luxury category in German Car of the Year 2024 Awards** 1 Sep 2023

[Kia South Africa](#)



Kia is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>