

## Kia unveils new design philosophy with the EV6

Kia Corporation has uncovered the first images of the exterior and interior design of EV6, dedicated battery electric vehicle (BEV), ahead of the car's world premiere in March.







EV6 was designed under the brand's new design philosophy, 'Opposites United', which takes inspiration from the contrasts found in nature and humanity.

The Opposites United design philosophy makes its debut on EV6, and will inform the design of all future Kia models. The philosophy is based on five key design pillars: 'bold for nature', 'joy for reason', 'power to progress', 'technology for life', and 'tension for serenity'.

The exterior design of EV6 represents 'power to progress', an evolution of the brand's strengths in design. The interior design offers increased space compared to previous Kia EVs based on existing model architecture.

EV6 will make its world premiere in March 2021, during a special online event.

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