

Date: 20 April 2022
Ref: MA/PR/220420
Pages: 5

Title: All-new Niro Launch Pricing & Line-up
FAO: Dealer Principal and Sales Team



Key Dates

- **Start of communications and Electric Experience:** 20 April 2022
- **Available to order: Retail** 20 April 2022
- **Available to order: Fleet** Q2 TBC
- **Finance offers announced:** 20 April 2022
- **Residual value publications:** April Book
- **Start of Sales:** 1 July 2022
- **Start of Deliveries:** July 2022
- **Demonstrator & showroom car handovers:** July 2022

Introduction

We are pleased to announce the line-up, pricing and the retail offer for the all-new Niro family. This exciting new model is a significant upgrade for the Kia Niro in terms of design, combining modern exterior looks with clever aerodynamics, and a luxury, spacious interior. A wide aerodynamic C-Pillar at the rear enhances the airflow improving the aerodynamics whilst blending into the striking boomerang-shaped taillights.

The all-new Niro’s front-end features the latest evolution of Kia’s signature tiger face, with striking ‘heartbeat’ daytime running lights (DRLs) adding to the unique yet contemporary look, while at the rear a bold skid plate and cladding serve to enhance the vehicle’s overall character.

For more information, please contact the relevant member of the Product Team
Marketing and PR

The vehicle’s side profile combines the dynamic lines with a bold aerodynamic C-Pillar, a unique distinctive shape that also serves an important aerodynamic function as it aids airflow underneath the pillar, helping to improve the overall efficiency.

The all-new Niro boasts exciting new features already seen in some of our other models, including an integrated display combining 10.25-inch full LCD cluster and 10.25-inch navigation screen, head-up display, and on Niro EV, the convenient Vehicle-to-Device feature available on 3 and 4 grades. The Vehicle-to-Device technology provides a power supply inside and outside the all-new Niro EV allowing you to plug in and charge most domestic appliances and even provide a charging point for other electric vehicles.

Line-up Summary

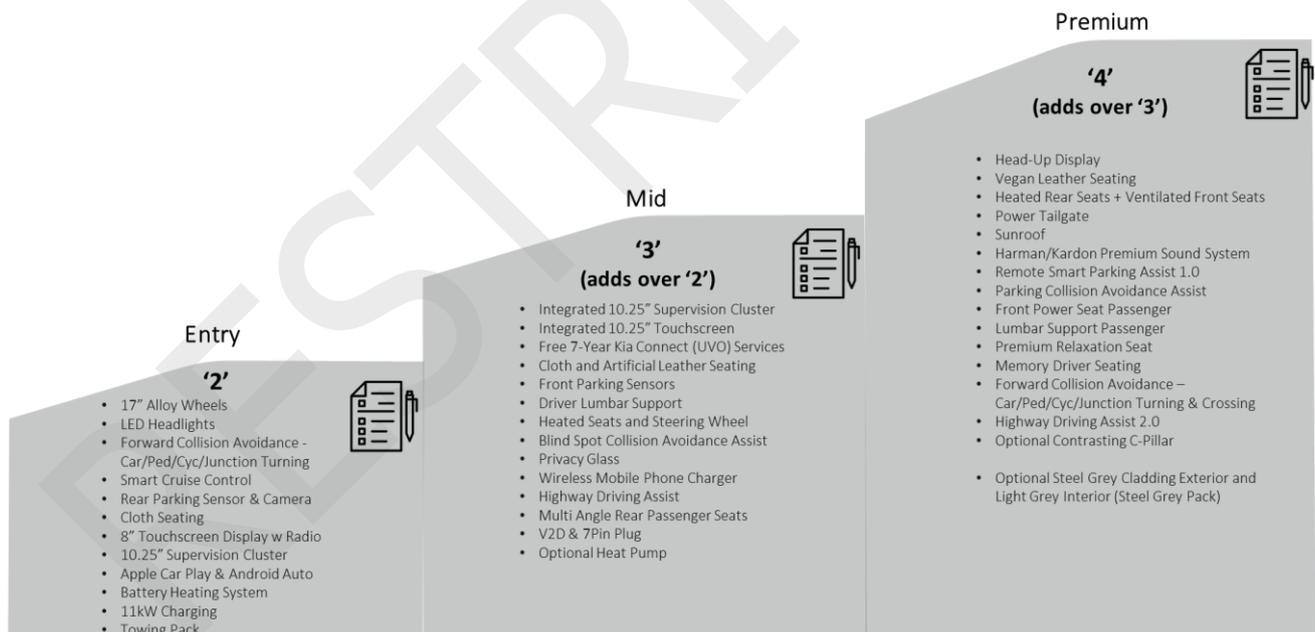
The all-new Niro family continues to include the core line-up from the outgoing model with, ‘2’, ‘3’, & ‘4’ grades available across all powertrains, electric, hybrid and plug-in hybrid.

Key Specification Walk-up

EV

We are excited to announce the all-new Niro EV will launch at the same highly competitive entry price point as the outgoing e-Niro, £34,995.

The all-new Niro EV is powered by a 64.8 kWh lithium-ion polymer battery pack and a 201 bhp (150 kW) electric motor, providing a targeted range of 285 miles (pending homologation), and accelerates from 0-to-62 mph in just 7.8 seconds. Torque is rated at 255 Nm, and a first for the Niro EV, a braked towing capacity of 750kg. All Niro EV models feature dedicated 17” aerodynamic alloy wheels, as well as an 11kW on-board charger as standard.

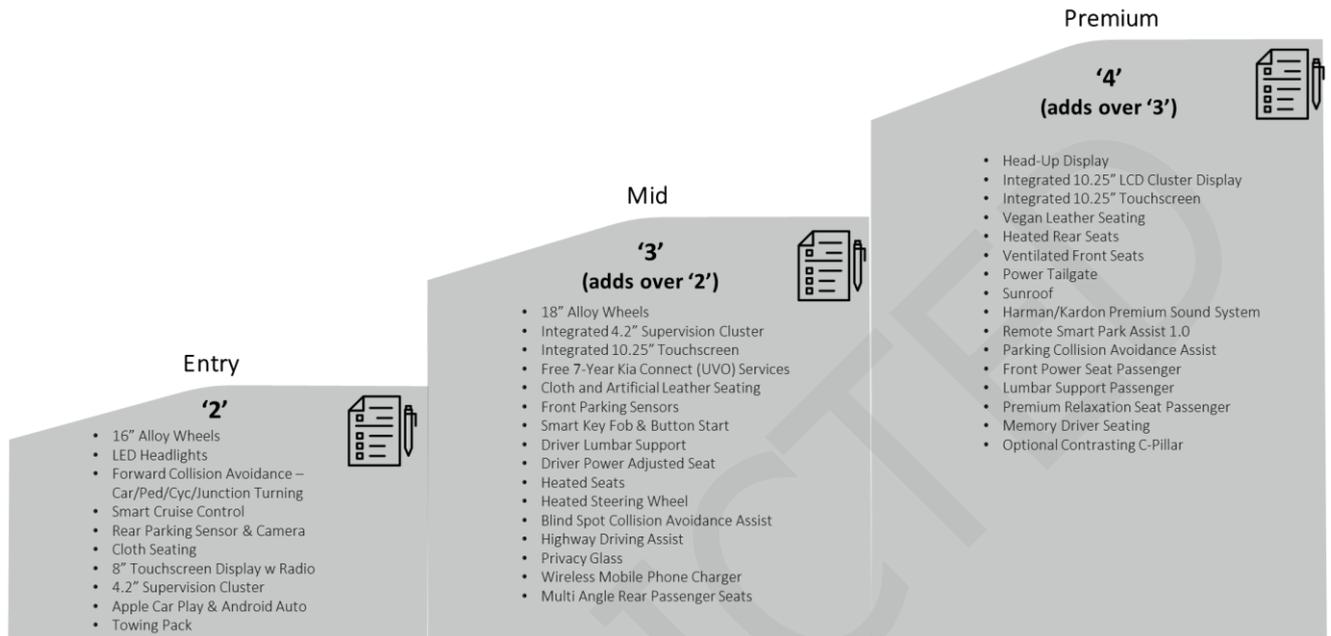


HEV/PHEV

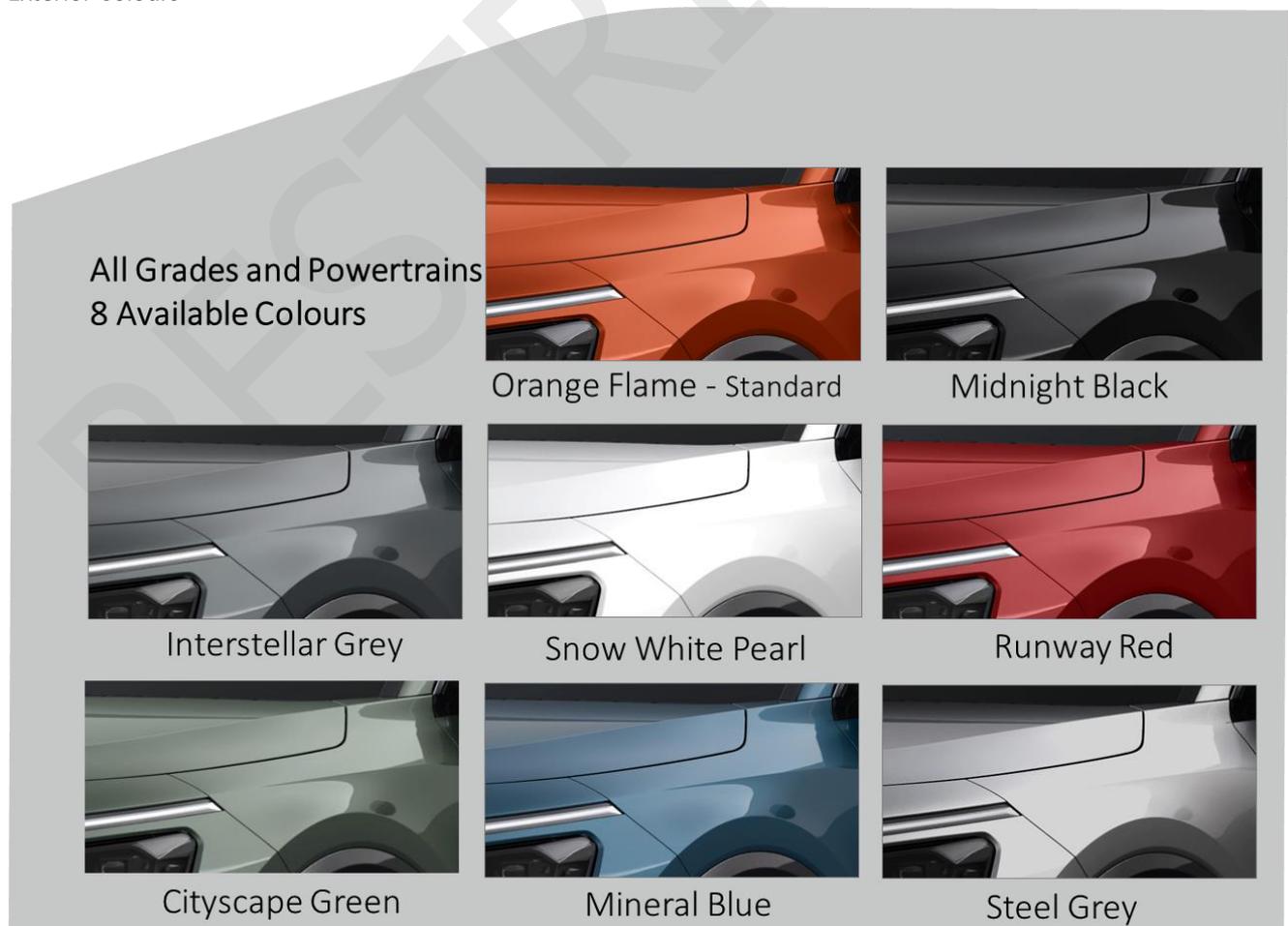
Both the Niro Hybrid, and Plug-in Hybrid are powered by the same Smartstream 1.6-litre GDi petrol engine with six-speed dual-clutch transmission. Hybrid variants are combined with a 32 kW (43bhp) electric motor, giving a combined maximum power output of 139bhp. Plug-in Hybrid variants combine the 1.6-litre GDi petrol engine with a larger 62 kW (83bhp) electric motor, resulting in a combined power output of 180bhp. This will provide customers an electric-only driving range of up to 40 miles (pending homologation). Braked towing capacity for both Hybrid and Plug-in Hybrid variants is rated at 1,300 kg.

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Both Hybrid and Plug-in Hybrid variants of the Niro will feature ‘Green Zone’ Drive Mode (depending on grade), a first for Kia vehicles. Green Zone mode will automatically switch to electric power based on location guidance from the navigations system, driver patterns, or manual selection by the driver. For example, using the touchscreen drivers can designate areas such as schools and hospitals as a Green Zone. The vehicle will then automatically switch to electric-only driving to reduce exhaust emissions to zero within these environments (depending on battery charge status).



Exterior Colours



For more information, please contact the relevant member of the Product Team

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C-Pillar Colours – Optional on ‘4’ grade



Wheels & Seat Upholstery

Grade	Hybrid and Plug-In	Electric
'2'	 16" Alloy Wheels  Black Cloth	 17" Alloy Wheels  Black Cloth
'3'	 18" Alloy Wheels  Black Cloth & Artificial Leather	 17" Alloy Wheels  Black Cloth & Artificial Leather
'4'	 18" Alloy Wheels  Black Artificial Leather	 17" Alloy Wheels  Black Artificial Leather  Light Grey Artificial Leather

Pricing

Derivative	Basic	VAT (20%)	Retail	VED	FRF	Delivery	OTR £
'2' 1.6 GDi 1.32kWh 139bhp Auto HEV	TBC	TBC	TBC	TBC	£55	£645	£27,745
'2' 1.6 GDi 11.1kWh 180bhp Auto PHEV	£26,729.17	£5,345.83	£32,075	£0	£55	£645	£32,775
'2' 64.8kWh 201bhp 1-speed Auto EV	£28,579.17	£5,715.83	£34,295	£0	£55	£645	£34,995
'3' 1.6 GDi 1.32kWh 139bhp Auto HEV	TBC	TBC	TBC	TBC	£55	£645	£30,495
'3' 1.6 GDi 11.1kWh 180bhp Auto PHEV	£29,020.83	£5,804.17	£34,825	£0	£55	£645	£35,525
'3' 64.8kWh 201bhp 1-speed Auto EV	£30,870.83	£6,174.17	£37,045	£0	£55	£645	£37,745
'3' 64.8kWh 201bhp 1-speed Auto (Heat Pump) EV	£31,620.83	£6,324.17	£37,945	£0	£55	£645	£38,645
'4' 1.6 GDi 1.32kWh 139bhp Auto HEV	TBC	TBC	TBC	TBC	£55	£645	£33,245
'4' 1.6 GDi 11.1kWh 180bhp Auto PHEV	£31,312.50	£6,262.50	£37,575	£0	£55	£645	£38,275
'4' 64.8kWh 201bhp 1-speed Auto EV	£33,162.50	£6,632.50	£39,795	£0	£55	£645	£40,495
'4' 64.8kWh 201bhp 1-speed Auto (Heat Pump) EV	£33,912.50	£6,782.50	£40,695	£0	£55	£645	£41,395

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Paint Charges

Premium paint is charged at £595 (inc VAT), Steel Grey or Midnight Black C-Pillar will be available on '4' grade only and is chargeable at £150 (inc VAT).

Steel Grey Pack

Available as Sold Order Only on EV '4' grade. Please refer to the all-new Niro specification file for more details.

Heat Pump

Optional on '3' and '4' grade EV models, priced at £900 (inc VAT). The heat pump utilises waste heat from the car's coolant system to optimise battery performance in colder conditions.

Specifications

Please refer to the all-new Niro specification file published separately which provides further technical details and specifications by grade.

Warranty

All models benefit from our pioneering 7-year/100,000 mile manufacturer warranty. This exceptional guarantee demonstrates the confidence Kia has in the design, build and quality of all its vehicles.

Dealer Margin

All-new Niro EV and PHEV will operate at a fixed margin of £2,500.
All-new Niro Hybrid will operate at a 12% margin.

Retail Offer

We are pleased to announce that we will be supporting the launch of the all-new Niro family with two enhanced retail launch offers.

Niro EV will be available on finance at an enhanced APR of 4.9%. The all-new Niro Hybrid and Plug-in Hybrid will also benefit from an additional £500 FDA on top of the enhanced APR of 4.9%, this is in-line with the successful launch offer on the all-new Sportage.

This offer combined with the exceptionally strong guaranteed future values will make the full range of powertrains a very appealing prospect to your retail customers.

An updated Q2 Marketing Programmes Guide PDF will be published on Kia Portal which includes all relevant information for the all-new Niro family.

Demonstrator & Showroom Units

Details of launch vehicles will be confirmed later this quarter.

Fleet

Details of fleet programmes and support will be confirmed later this quarter.

Delivery of Launch Vehicles

Vehicles are expected to commence delivery from July.