

**Kia EV3**

# The Kia EV3



What role does  
the Kia EV3 play  
in our line-up?



# ROAD TO THE KIA EV3

The EV market is expanding from the smaller early-adopter group to a broader mass majority of customers.

# 2014

Strong foundation



+ OPPOSITES UNITED



Plan S

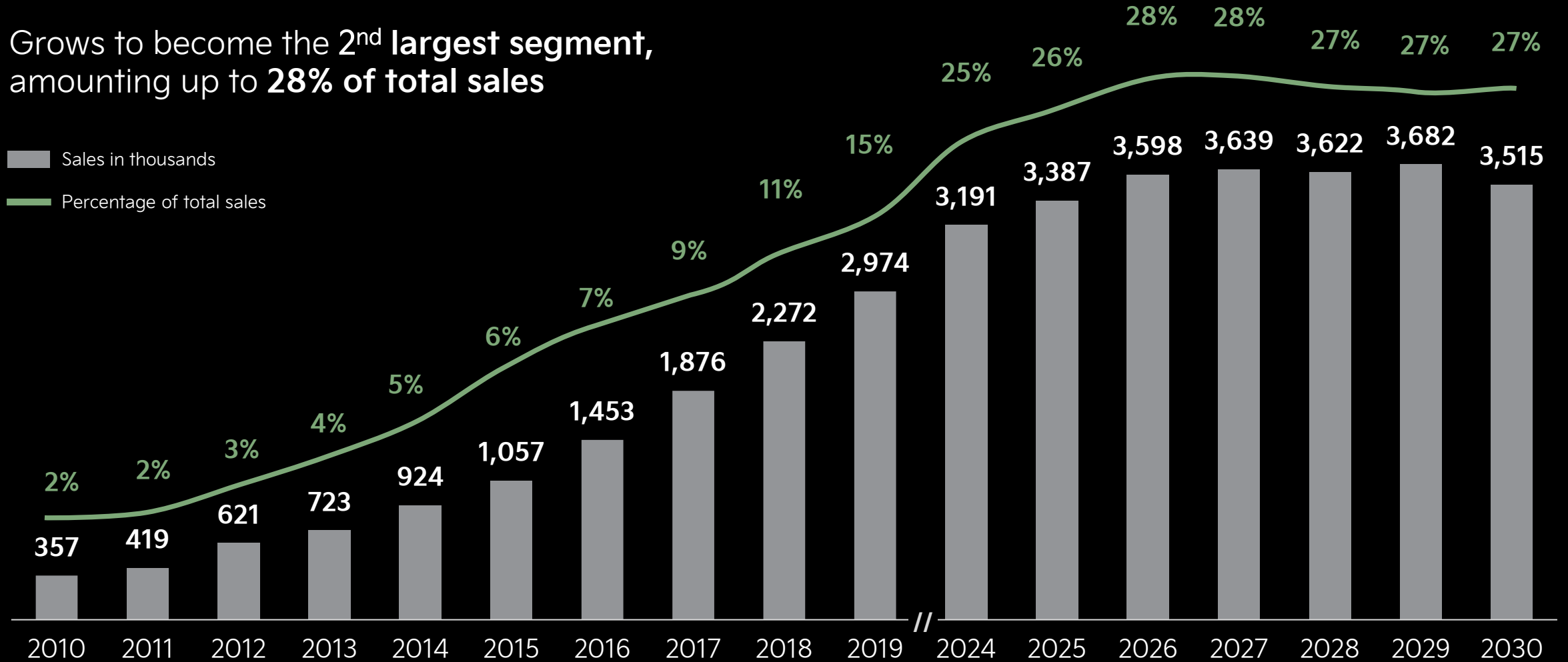
# 2021



Kia's first dedicated electric compact SUV

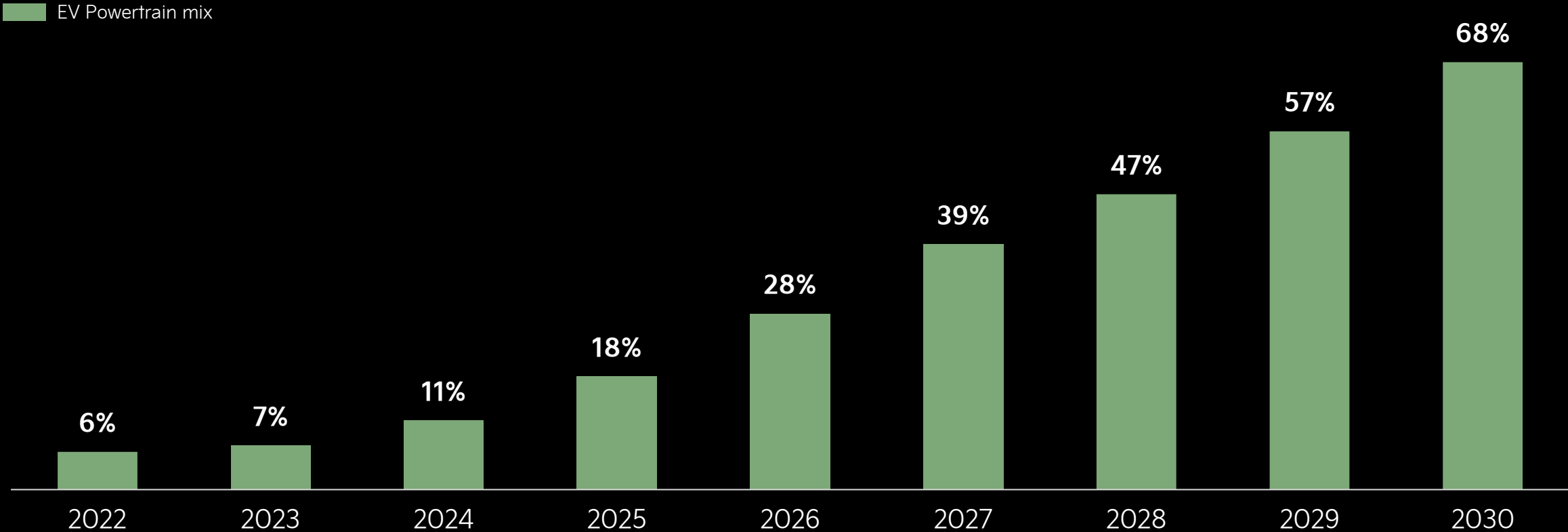
# RAPID GROWTH OF COMPACT SUV

Grows to become the 2<sup>nd</sup> largest segment, amounting up to **28%** of total sales



# RAPID GROWTH OF COMPACT SUV

EV sales will grow to **majority of segment sales in 2030**



# WHY THE KIA EV3 MATTERS

Movement, accelerated. The acceleration of the EV movement starts now.



## GROWTH<sup>2</sup>

SEGMENT x POWERTRAIN

2<sup>nd</sup> biggest segment

Fastest growing powertrain

# EV COMPETITIVE LANDSCAPE

Renault  
Megane E-Tech



Smart #1



Volvo EX30



CUPRA  
Born



VW ID.3





All-rounder

Technology

Design



## All-rounder

Offering segment-leading range and superior interior roominess, making it the ideal main car of the household

Technology

Design




# MODEL VARIANTS AND SPECIFICATIONS

	<b>Standard Range</b> FWD   Base	<b>Long Range</b> FWD   Base & GT-line
Battery Capacity (kWh)	<b>58.3</b>	<b>81.4</b>
Power (kW / hp)	<b>150 / 204</b>	<b>150 / 204</b>
Acceleration 0 - 100 km/h (s)	<b>7.5</b>	<b>7.7</b>
All-electric range (km)	<b>436</b>	<b>605</b>
AC-Charging Power (kW)*	<b>11 (22)*</b>	<b>11 (22)*</b>
DC-Charging Time 10-80% (min)	<b>29</b>	<b>31</b>

The Kia EV3 is available in **two versions**: Standard and Long Range, both available as FWD vehicles.



# HIGH PRACTICALITY THANKS TO HIGH AER

 DC charging time (10%-80% State of Charge)

## Kia EV3

81.4 kWh



31 min 

## Volvo EX30

69 kWh



26 min 

## Renault Megane E-Tech

60 kWh




34 min 

## Smart #1

66 kWh



30 min 



## Similar Charging Times

# HIGH PRACTICALITY THANKS TO HIGH AER

 DC charging time (10%-80% State of Charge)

 Available range at 80% State of Charge

**Kia EV3**

81.4 kWh



31 min



424 km

**Volvo EX30**

69 kWh



26 min



333 km

**Renault Megane E-Tech**

60 kWh



34 min



323 km

**Smart #1**

66 kWh



30 min




319 km


Similar  
Charging Times



# Greater Range

# HIGH PRACTICALITY THANKS TO HIGH AER

 DC charging time (10%-80% State of Charge)

 Available range at 80% State of Charge

**Kia EV3**

81.4 kWh



13.6 km

**Volvo EX30**

69 kWh



12.8 km

**Smart #1**

66 kWh



10.6 km

**Renault Megane E-Tech**

60 kWh



9.5 km

Similar  
Charging Times



Greater  
Range



# Kilometer per minute

The Kia EV3

\*Calculation based on 70% of total WLTP range, not considering charging curve

# DIMENSIONS



The widest model in its class which features a

**spacious interior**



# EV3 INTERIOR: LIVING ROOM FEEL



Sliding tray



Relaxation seat

+ Usability features



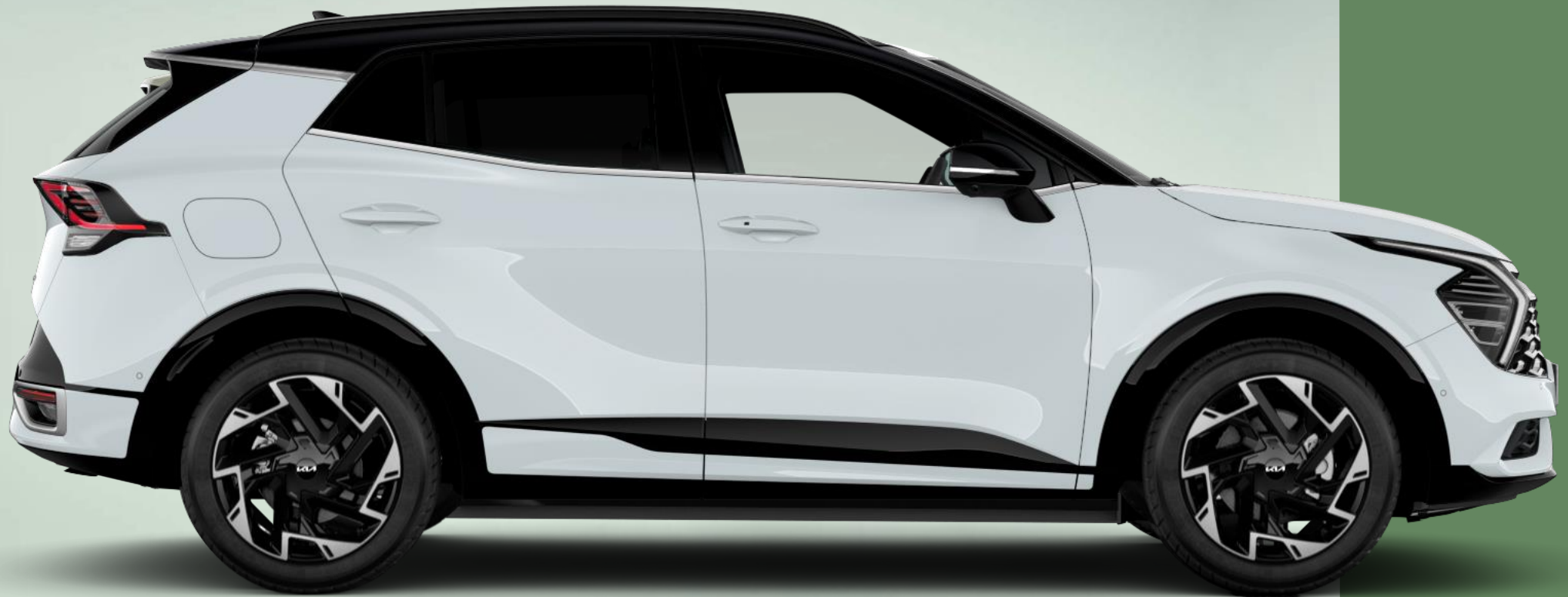
# DIMENSIONS



**Wheelbase 2,680 mm**

# DIMENSIONS

## **SPORTAGE**



**Wheelbase 2,680 mm**

# DIMENSIONS



Wheelbase  
**2,680 mm**

**460 ℓ**

Luggage space

**1,250 ℓ**

Luggage space  
with rear seats folded

With an overall length of 4,300 mm and wheelbase of 2,680 mm the Kia EV3 **exploits its strong EV proportions without compromise.**

# DIMENSIONS

**25 ℓ**  
Frunk



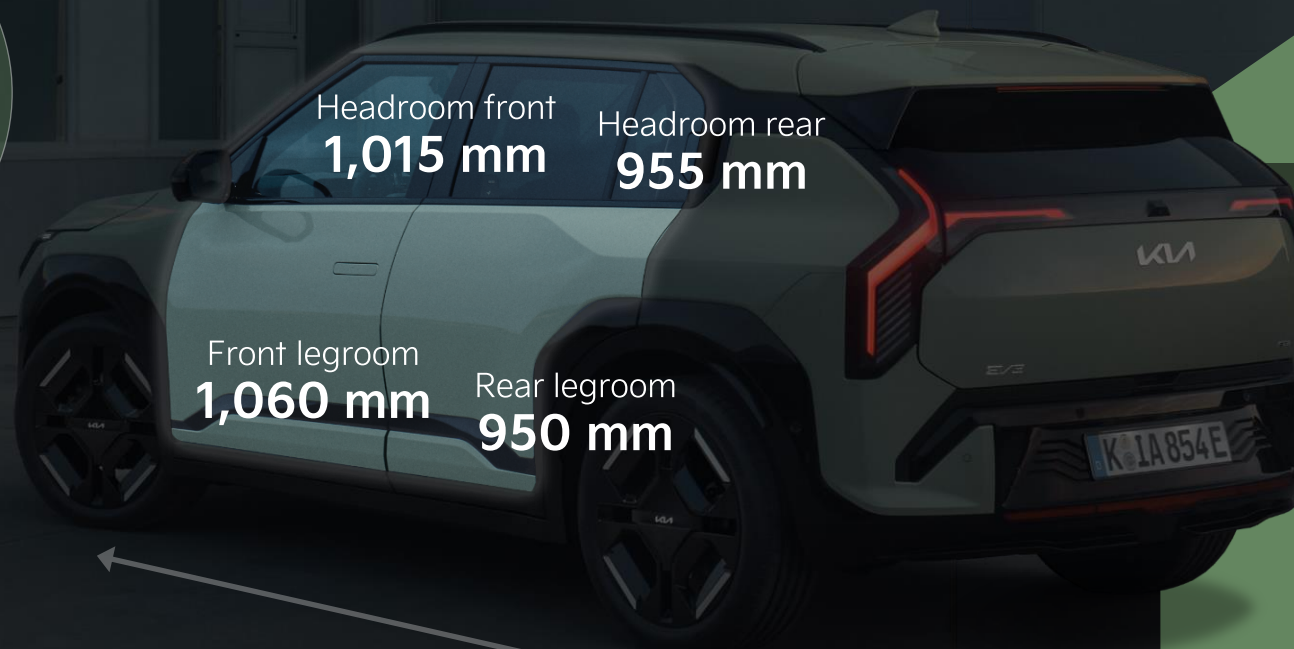
Wheelbase  
**2,680 mm**

**460 ℓ**  
Luggage space

**1,250 ℓ**  
Luggage space  
with rear seats folded

# DIMENSIONS

**25 ℓ**  
Frunk



Headroom front  
**1,015 mm**

Headroom rear  
**955 mm**

Front legroom  
**1,060 mm**

Rear legroom  
**950 mm**

Wheelbase  
**2,680 mm**

**460 ℓ**  
Luggage space

**1,250 ℓ**  
Luggage space  
with rear seats folded



Spacious interior

+

460 ℓ luggage space

+

605 km range

**Main car of  
the household**

All-rounder

Technology

Design



All-rounder

## Technology

Bringing upper-segment  
technology to a much broader  
audience

Design





# TRIPLE PANORAMIC DISPLAY

Everything but ordinary: the Kia EV3's equipment is strongly orientated towards our flagship model EV9.

## 12.3-inch Driver Instrument Cluster

Plenty of space for your individual needs.

# TRIPLE PANORAMIC DISPLAY

Everything but ordinary: the Kia EV3's equipment is strongly orientated towards our flagship model EV9.

## 5.3-inch Touch Screen

Dedicated climate screen for ease of use

# TRIPLE PANORAMIC DISPLAY

Everything but ordinary: the Kia EV3's equipment is strongly orientated towards our flagship model EV9.

## 12.3-inch Navigation Touch Screen (ccNC)

Large display for precise input and ideal overview



# ADVANCED & CONNECTED TECHNOLOGY



**12.3-inch Head-Up Display (HUD)**  
Keeps all important information in plain sight

**Over-the-air updates (OTA) and Kia Upgrades**  
Always and comfortably up to date



# KIA UPGRADES

## Entertainment

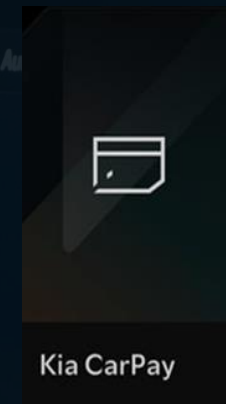
Extended Music streaming, Video Streaming packages



# IN-CAR PAYMENT

## In-Car Payment

With this feature it is possible to pay for external items directly from the vehicle, such as parking



# SOPHISTICATED VOICE RECOGNITION: KIA AI ASSISTANT

Addition of AI  ChatGPT

**Trip support** (Trip Advisor information)

**POI information** (parking, hospital, etc.)

**Vehicle usage**, such as FAQ about owners manual

**Entertainment:** music recommendation, music information, voice games (trivia questions)



# DIGITAL KEY 2.0

## Transform your smartphone into your key

Replace your smart key with your iPhone, Samsung or Google smartphone, even if smartphone runs out of battery.

### Doors Lock / Unlock

Lock or unlock the doors, even when your phone is in your pocket

### Vehicle Start & Stop

Start and stop your car

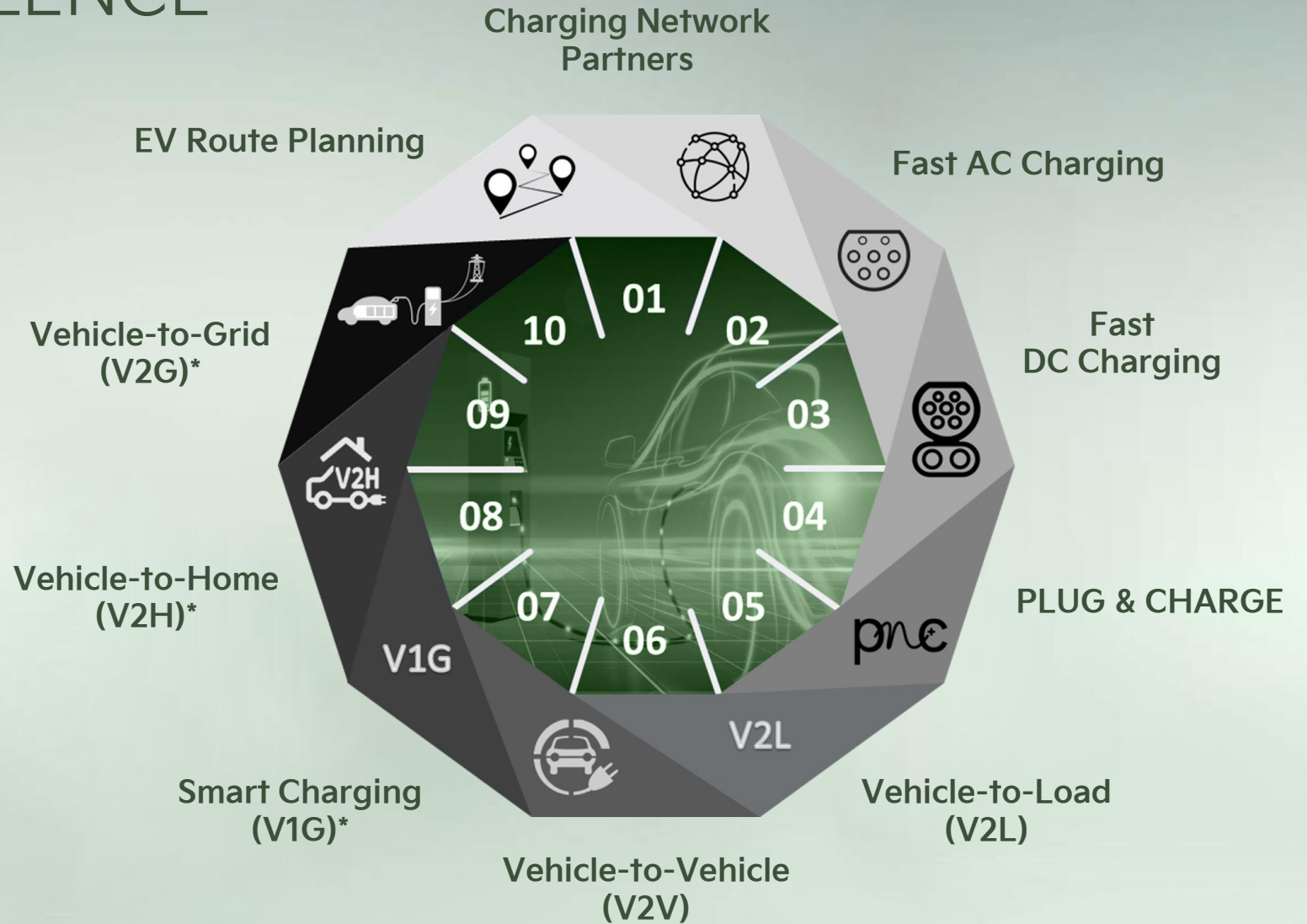
### Digital Key Sharing

Share your digital key with up to 7 people. Choose the sharing period and select the features.



# CHARGING EXCELLENCE

**Charging Excellence** is considered being an integral part of product success in Europe.





# CHARGING EXCELLENCE

**Bi-directional Charging**  
Turns the Kia EV3 into an  
energy provider



The Kia EV3

Connectivity

EV  
Technology

ADAS

# CHARGING EXCELLENCE

## Bi-directional Charging

Turns the Kia EV3 into an energy provider



### V2L (Vehicle-to-Load)

Allows your Kia EV3 to power devices using an internal or external socket



### V2H\* (Vehicle-to-Home)

Allows your Kia EV3 to power a building or home.



### V2G\* (Vehicle-to-Grid)

Allows your Kia EV3 to be utilized to store energy and feed it back into the power grid



The Kia EV3 | \*Stepwise introduction to different European markets depending on local regulations and homologation.

Connectivity

EV  
Technology

ADAS

# CHARGING EXCELLENCE

What customers expect from a BEV car to drive and charge conveniently



## Advanced EV Route Planner

Better reaction time by improving user friendliness and applying Dynamic target SoC



## Plug & Charge

Automatic identification/invoicing of the car by the station



## AC 22kW (from 2026)

Increase AC Charging capacity for semi-public charging

The Kia EV3

Connectivity

EV  
Technology

ADAS

# ADVANCED DRIVER ASSISTANCE SYSTEMS (ADAS)

Everything but ordinary: The Kia EV3's equipment is strongly orientated towards our flagship model Kia EV9

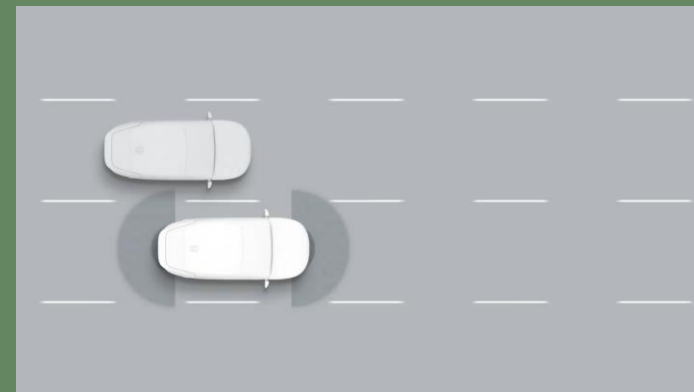
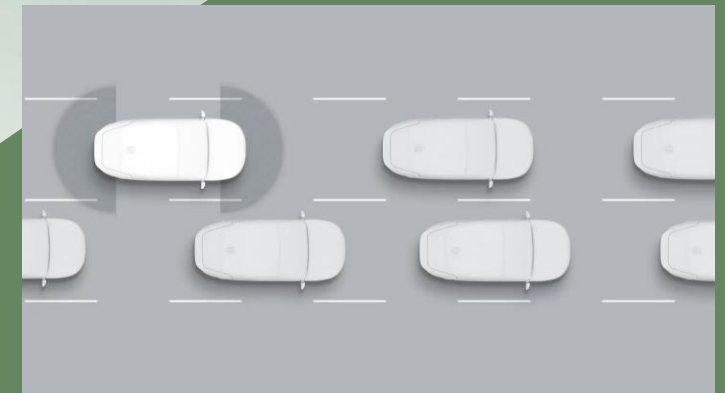
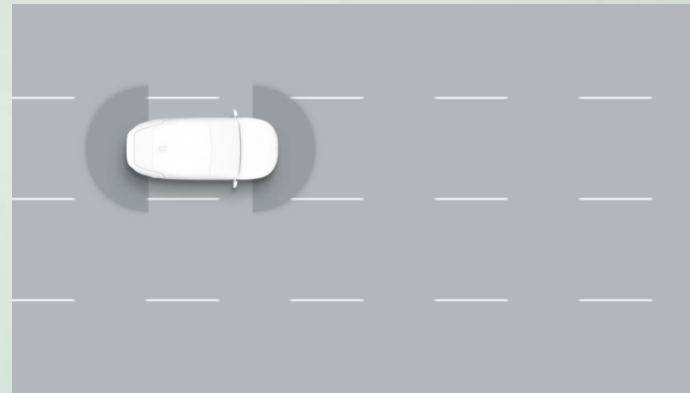
## Highway Driving Assist 2.0

Assists with lane changes

Collision prevention for cars cutting in

Offset driving within the lane to avoid crashes

Hands On Detection Sensor



# ONE PEDAL DRIVING

**Simplification of the regenerative braking system**  
for easier operation

**Smart  
Regeneration**  
with Stop Control  
Function

Level 2

Level 0

Level 3

Level 1

**i-Pedal**  
with Memorization  
Function and Vehicle  
Reverse Function

All-rounder

Technology

Design



All-rounder

Technology

**Design**

Incorporating aerodynamic features to maximize efficiency. While using responsible materials for the interior and exterior



# AERODYNAMICS

**Active Air Flap (AAF)** reduces cooling drag and optimizes range at high speed

**3D body undercover** to improve energy efficiency (~80% coverage)

**Boat tail shape** improves aerodynamics and efficiency



Air Drag ( $C_D$ ) = **0.263**



# RESPONSIBLE MATERIAL DESIGN

The EV3 is designed using the 10 Material Solutions which will be applied into all Kia models.



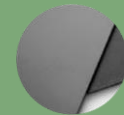
Bio plastic



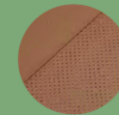
Bio PU foam



PCM plastic



Bio paint



Bio PU



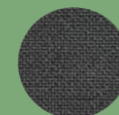
BTX free paint



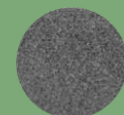
Recycled PET fabric



Recycled PET yarns



Fishing nets floor



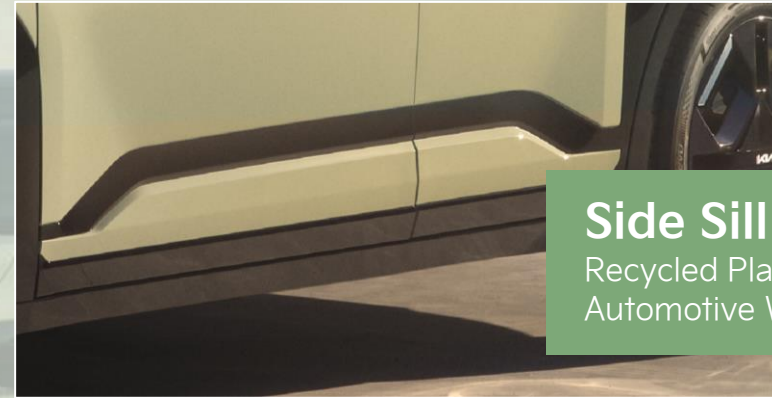
Recycled PET felt

# RESPONSIBLE MATERIAL DESIGN



## Fender/Door Garnish

Recycled Plastic from  
Automotive Waste



## Side Sill Molding

Recycled Plastic from  
Automotive Waste



## Bumper Cover

Recycled Plastic from  
Automotive Waste

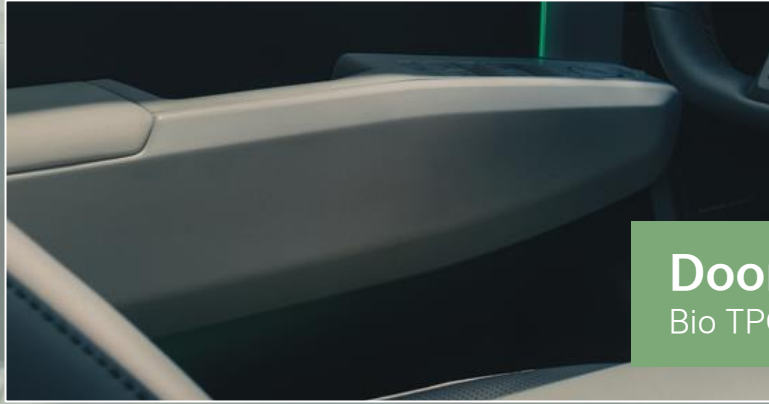


## Wheel Guard

Recycled Plastic PET  
from Post-industrial Waste

# RESPONSIBLE MATERIAL DESIGN

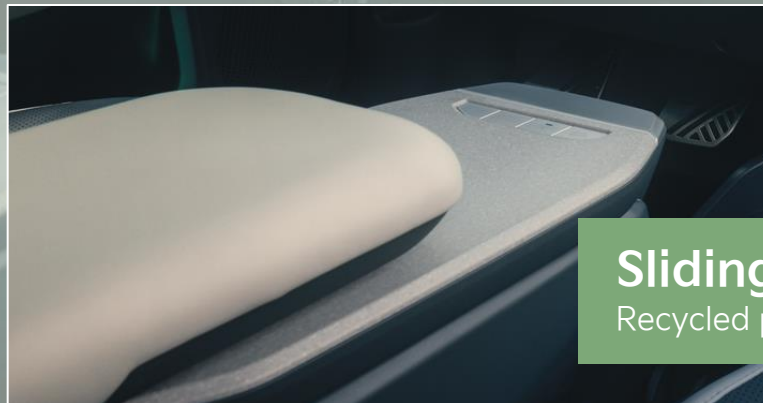
The EV3 is designed using the 10 Material Solutions which will be applied into all Kia models.



**Door trim**  
Bio TPO



**Crash pad**  
Bio TPO (s) or  
Recycled PET fabric (o)



**Sliding Console**  
Recycled plastic (PCM)

# RESPONSIBLE MATERIAL DESIGN

The EV3 is designed using the 10 Material Solutions which will be applied into all Kia models.



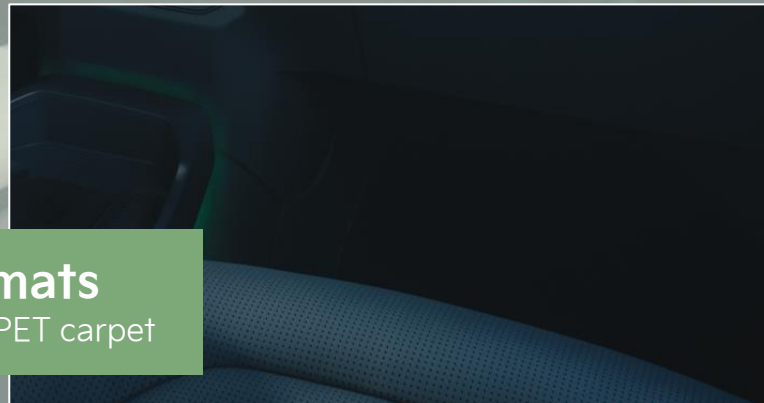
**Steering wheel**

Bio Paint



**Buttons**

BTX free paint



**Floor mats**

Recycled PET carpet

# RESPONSIBLE MATERIAL DESIGN

The EV3 is designed using the 10 Material Solutions which will be applied into all Kia models.



## QR code

Scan the QR code to learn more about the 10 Material Solutions and the sustainability strategy of Kia



THE OCEAN<sup>®</sup>  
CLEANUP

New sustainable trunk liner made from recycled materials collected as part of our cooperation with The Ocean Cleanup.



THE OCEAN<sup>®</sup>  
CLEANUP

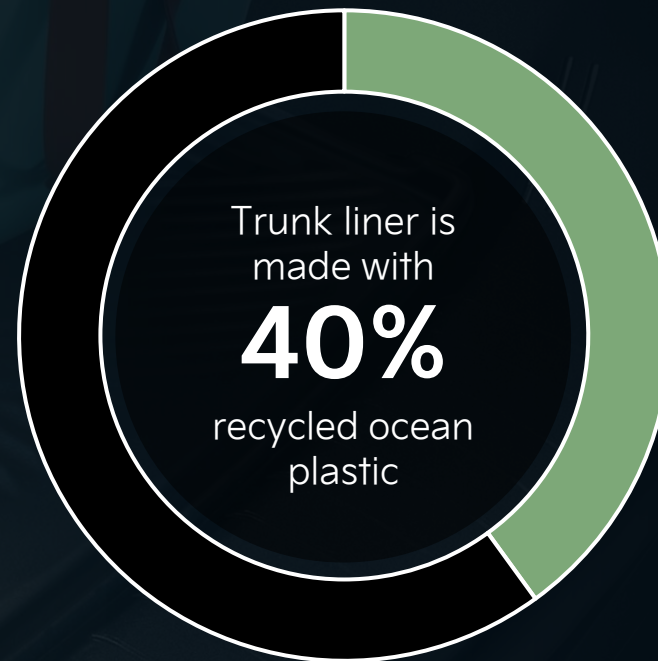
## 7-Year Partnership

**0.5 Mio kg**

Removal of plastic  
from the Great Pacific  
Garbage Patch

**20%**

Use of recycled  
plastic sources  
by 2030



# KEY TAKE-OUTS





# KEY TAKE-OUTS

Segment  
Leading Range

**605km**

WLTP



# KEY TAKE-OUTS

Segment  
Leading Range  
**605km**  
WLTP

Class  
Leading  
**Charging**



**424 km**  
**31 minutes**



# KEY TAKE-OUTS

Segment  
Leading Range

**605km**

WLTP

Class  
Leading

**Charging**

Superior

**Interior  
Roominess**



**460 ℓ**  
Luggage space

**Easily seats  
5 persons**

# KEY TAKE-OUTS



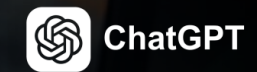
Segment  
Leading Range  
**605km**  
WLTP

Class  
Leading  
**Charging**

Superior  
**Interior  
Roominess**

Upper  
**Segment  
Technology**

Kia AI Assistant



Streaming services



# Main car of the household



Starting MSRP  
From approx.  
**36,000 €**

Embargo date

**November 11th**

**00:01 AM**





Movement that inspires

