

Kia signs deal with Sirius

April 13 2006

SIRIUS Radio and Kia Motors announced Thursday that Kia will exclusively offer SIRIUS as factory standard equipment.

The long-term agreement runs through 2014, with an optional three-year extension to 2017, and calls for SIRIUS Satellite Radio to become a standard feature in all 2009 model year Kia vehicles, beginning in 2008.

"We are very excited to add Kia to our list of exclusive automotive partners," said Mel Karmazin, chief executive officer of SIRIUS. "Kia is an exciting company that is producing appealing cars to a growing number of consumers in the U.S., and we look forward to closely working with them to make the Kia in-vehicle experience even more rewarding."

"SIRIUS offers a unique combination of on-air talent, creative programming and various sports and entertainment properties that fit perfectly with Kia's evolving brand characteristics," said Len Hunt, executive vice president and chief operating officer of Kia Motors America. "Our next generation products have delivered Kia to new segments and new consumers, and the addition of SIRIUS will strengthen the company's ability to offer high-quality vehicles with modern features and amenities at an incredible value for the consumer."

Kia customers will receive three months of complimentary service, and all radios will be factory activated for dealer and customer convenience.

Copyright 2006 by United Press International

Citation: Kia signs deal with Sirius (2006, April 13) retrieved 24 June 2024 from <https://phys.org/news/2006-04-kia-sirius.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.