

**Press Release**

**Kia AlJabr launches the new Kia Sportage 2022 in its first appearance in the Middle East**

**January 2022:** Al-Jabr Trading Company, dealers of Kia cars, shined as usual in all its participations in car exhibitions held in the Kingdom, after it recorded a remarkable presence in the International Festival of Motoring (Autoville), which started on January 8th in the Dirab suburb of Riyadh. The company’s pavilion witnessed a large presence of visitors to the exhibition, who viewed a wide variety of Kia cars that meet all the desires and needs of the customers. The pavilion, however, included Telluride, Sorento, K5, K8, Seltos, Cerato and Carnival cars, and the most prominent event was the official launching in the Middle East of the new model of Kia Sportage 2022 with its distinctive specifications and attractive shape.

On this occasion, the Managing Director of Al-Jabr Company, Mr. Abdul Salam AlJabr, thanked all visitors to the company’s pavilion for their attendance, their words of praise and appreciation, as well as the valuable comments that we will take into account in our plans for the next stage, as all the development and improvement of our services is actually a reflection of the comments and the suggestions of our customers who we are keen to maintain their trust and build a sustainable relationship with them.

Regarding the participation of Al-Jabr Trading Company in the Saudi International Festival of Motoring (Autoville), he said: “We are always keen not only to be present, but to participate with distinction in all exhibitions and events that bring us closer to people, because of our confidence in the distinctive cars that Kia offers, which are capable of capturing attention and attracting visitors with their exterior and interior elegant designs and their strong performance. We found that the Saudi International Festival of Motoring is the best event to launch the wonderful new Kia Sportage 2022, through which Kia continued its journey in the world of creativity and continuous development in its cars, which have become a global icon with their excellence and splendor, and we were very pleased with the beautiful echoes from the audience at the Autoville event about this car, which exceeded expectations.

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