

IAA 2013: Next generation of Kia Soul for the European market to feature state-of-the-art Infinity audio system

International Motor Show (IAA), Frankfurt/Main, September 11, 2013 – HARMAN, the premium global audio and infotainment group, announced that it will be expanding its longstanding relationship with Kia Motors Corporation (KMC) by equipping the new Kia Soul that is now being launched in Europe with its latest premium quality audio system from its Infinity brand. According to HARMAN, the system was designed and manufactured specifically to pump up the performance in the Kia Soul. Among other things, the new system includes features like speed compensated volume control. This means the amplifier is capable of controlling the gain of individual channels based on the vehicle's speed to overcome associated noise masking effects of the vehicle and avoid having to adjust the volume while driving.

The Infinity premium audio system consists of 10 high-performance speakers, a powerful 7-channel, 350-watt Infinity amplifier and advanced Digital Signal Processing (DSP). This system is designed to envelop the vehicle's occupants with authentic, uncolored sound reproduction from multiple sources and formats, including iPod® and MP3 music players using the built-in auxiliary and USB jacks. Kia Soul owners are certain to appreciate its stable, three-dimensional imaging, high resolution sound reproduction, and harmonic richness.

The 10 Infinity speakers positioned in eight carefully chosen locations include two cloth-domed tweeters and two Metal Matrix Diaphragm midrange speakers for heightened sonic accuracy and highly dynamic response. The 100-mm center speaker enhances the sound stage and localizes the performers, while door-mounted loudspeakers augment the image presented to all occupants. A 190-mm Dual Voice Coil subwoofer in the rear quarter panel handles the low-frequency effects for tight, punchy bass. It not only provides a seamless sonic blend with the left and right front woofers, but also enhances the deep bass extension,

The Infinity premium audio system at a glance

- 7-channel, 350-watt DSP amplifier
- 1 100mm midrange, located in the center IP
- 2 19mm tweeters, located in the left and right IP
- 2 160mm mid/woofers, located in the front doors
- 2 + 2 160mm woofers and 19mm tweeters, mounted coaxially in the rear doors
- 1 190mm DVC subwoofer, located in the rear quarter panel

"The ultimate benchmark of success for an automotive audio system is its ability to deliver a premium listening experience for both the driver and passengers," notes Michael Mauser, President of HARMAN's Lifestyle Division. "With the Infinity premium audio system in the Kia Soul, we're confident of the results, and look forward to delighting new Kia customers here in Europe."

Infinity is world-renowned for delivering superior sound reproduction and unsurpassed clarity in a broad range of stylish and functional components. From stunning home theater loudspeaker systems, to specially engineered marine applications, to cutting-edge audio systems developed for a wide range of vehicles from Kia Motors Corporation, Infinity speakers and amplifier systems are designed to captivate the listener at home, at work, at play or on the road.

About HARMAN

HARMAN designs, manufactures, and markets a wide range of infotainment and audio solutions for the automotive, consumer, and professional markets. It is a recognized world leader across its customer segments with premium brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, and Mark Levinson® and leading-edge connectivity, safety and audio technologies. The company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of 14,000 people across the Americas, Europe, and Asia and reported sales of \$4.3 billion for the fiscal year ended June 30, 2013. The company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR. Please visit www.harman.com for more information.

Media Contact:

HARMAN, Nicole Mehr, Tel.: +49-7248-71-1272 nicole.mehr@harman.com

Text100 Global Communications, Robert Zormeier, Tel.: +49-89-998370-17 harman@text100.de