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Dear Kia Retailer,

Kia America is thrilled to announce pricing for the all-new, all-electric 2024 Kia EV9, Kia's first dedicated three-row EV Sport Utility Vehicle with space for adventure and premium accommodations rivaling ultra-luxury SUVs. The three-row EV9 embodies the rugged yet sophisticated typology befitting a flagship SUV. "The exterior styling of the EV9 is a master class in simplicity of form and expression," said Tom Kearns, chief designer, Kia Design Center America.

Step inside, and every seat is considered executive class, with available lounge seats in the first and second rows. We anticipate your customers will not only enjoy the ultra-luxury performance, quietness, comfort and technology when test-driving the EV9, but will also appreciate the convenience of home-charging and thousands of dollars in operating cost savings when compared to a typical gasoline-powered large SUV.

Key model highlights include:

- Over-the-air updates covering vehicle drive systems, battery management and infotainment.
- Ultra-fast 800v charging compatibility – from 10% to 80% in approximately 24 minutes¹
- Standard 3-Row Seating with available 2nd row bench, Captain Chairs or Power Lounge Seats
- Generous cargo space with up to 82 cubic feet when rear seats are folded.
- Agile performance with 0-60 mph acceleration in 4.5s (GT-Line)²
- Available Towing capacity of up to 5,000 pounds (AWD models)

Like EV6, the EV9 will adopt a similar trim naming convention for its dedicated EV lineup:

- **Light** as the entry point for the model with standard battery size and seating for 7
- **Light Long Range**, larger 99.8 kWh battery and 2nd row captain's chairs (seating for 6)
- **Wind**, entry AWD trim with mid-level content and seating for 7
- **Land**, AWD with upscale features, enhanced ADAS and 2nd row captains (seating for 6)
- **GT-Line**, premium-sport version, black trim, highest performance expression for the model

MSRP Pricing for 24MY EV9 (does not include destination of \$1,495)

| TRIM | Drive | Battery (kWh) | Power (HP/Torque) | MSRP | Range³ |
|-------------|--------------|----------------------|--------------------------|-------------|--------------------------|
| Light | RWD | 76.1 | 215 hp / 258 lb-ft | \$54,900 | 230 miles |
| Light LR | RWD | 99.8 | 201 hp / 258 lb-ft | \$59,200 | 304 miles |
| Wind | AWD | 99.8 | 379 hp / 443 lb-ft | \$63,900 | 280 miles |
| Land | AWD | 99.8 | 379 hp / 443 lb-ft | \$69,900 | 280 miles |
| GT-Line | AWD | 99.8 | 379 hp / 516 lb-ft | \$73,900 | 270 miles |

EV9 Land will be offered with a Towing Package (MSRP \$1,500).

EV9 Land and GT-Line will be offered with a Relaxation Package (MSRP \$2,000).

Complete pricing information for the 2024 EV9 lineup may be found in vehicle information section of KDealer.com.

Sincerely,

A handwritten signature in black ink that reads "E.S. Watson". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Eric Watson
Vice President, Sales Operations
KIA AMERICA

¹Charge time based on testing with 350 kW DC fast charger. Actual charge will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature, and vehicle's condition. Battery capacity will decrease with time and use. Frequent use of DC fast charging can negatively impact battery performance and durability, and Kia recommends minimizing use of DC fast charging.

²Acceleration based on AMCI Testing of 2024 EV9 GT-Line AWD using 1-ft roll-out method.

³Based on preliminary manufacturer estimates and not official EPA estimates. Preliminary manufacturer estimates are based on a vehicle with a full charge. Range will vary and depends on a number of factors, including battery age, vehicle maintenance, charging practice, weather, road/traffic conditions, ambient temperature, driving habits, options, cargo and others. Battery capacity will decrease with time and use.

2024 EV9 MODEL AND ACCESSORY CODES

| Model Code Descriptions | | | | | Model Codes | | | | |
|--|--------------------|------------------|--|-------------------------|---------------------------|-------------------------|-------------------------------------|---|-------------------------|
| Series | Powertrain | Drivetrain | Trim | Trans | Drivetrain | Trim | Trans | Powertrain | Model |
| P | 2 | 3 | 4 | 2 | RWD | Light SR Light LR | Auto Auto | 76.1 kWh Lithium Ion 99.8 kWh Lithium Ion (SM) | P2342 P4342 |
| | Series | P | EV9 | | | | | | |
| | Powertrain | 2 | 76.1 kWh Lithium Ion 99.8 kWh Lithium Ion (Single Motor) 99.8 kWh Lithium Ion (Dual Motor) | | AWD | Wind Land GT-Line | Auto Auto Auto | 99.8 kWh Lithium Ion (DM) 99.8 kWh Lithium Ion (DM) 99.8 kWh Lithium Ion (DM) | P5452 P5462 P5472 |
| | Drivetrain | 3 4 | Rear Wheel Drive All Wheel Drive | | Factory Installed Options | | | | |
| | Trim | 4 5 6 7 | Light Wind Land GT-Line | | | Code | Description | | Remarks |
| | | | | | | MPP | Matte Paint | | |
| | | | | | | RCP | GT-Line 2nd Row Relaxation Package | | |
| | | | | | | RLP | Land Relaxation Package | | |
| | | | | | | TWP | Towing Package | | |
| | Trans | 2 | Automatic Transmission | | | | | | |
| Option Groups | | | | | Port Installed Options | | | | |
| Model | Opt Grp | Emission | MSC | Description | Remarks | Code | Description | Remarks | |
| | | | RWD / AWD | | | | | | |
| Light Std Range (SR) RWD | 010 | 50 | S80 / | STD | | BA | Rear Bumper Applique | | |
| Light Long Range (LR) RWD | 010 | 50 | D06 / | STD | | BAG | Rear Bumper Applique, GT | | |
| Wind AWD | 010 | 50 | / P24 | STD | | CF6 | Carpeted Floor Mat, 6-Passenger | | |
| | | | | | | CF7 | Carpeted Floor Mat, 7-Passenger | | |
| Land AWD | 010 | 50 | / K21 | STD | | CB | Cross Bars, Flush | | |
| | 012 | 50 | / K31 | MPP | | CBR | Cross Bars, Raised | | |
| | 015 | 50 | / K41 | TWP | | CN | Cargo Net, Hybrid/Dual (2-Position) | | |
| | 017 | 50 | / K51 | MPP, TWP | | CO | Cargo Cover | | |
| | 020 | 50 | / K43 | RLP | | CTF | Cargo Tray, Folding | | |
| | 022 | 50 | / K33 | MPP, RLP | | CTS | Cargo Mat w/ Seatback Protection | | |
| | 025 | 50 | / K61 | RLP, TWP | | DKC* | Digital Key Card | | |
| | 027 | 50 | / K71 | MPP, RLP, TWP | | MUG | Mud Guards, Front & Rear | | |
| GT-Line AWD | 010 | 50 | / H27 | STD | | RSE | Rear Seat Entertainment | | |
| | 012 | 50 | / H77 | MPP | | SSX | Side Steps, Black | | |
| | 015 | 50 | / H37 | RCP | | TO | Tow Hitch | | |
| | 017 | 50 | / H97 | MPP, RCP | | TOG | Tow Hitch, GT-Line | | |
| | | | | | | WL | Wheel Locks, Chrome | | |
| *DKC is port-installed on all units beginning with February '24 allocations. For units allocated prior to February '24, DKC will be sent directly to the end-customer. | | | | | | | | | |
| Color Codes | | | | | | | | | |
| Light and Wind Color Combinations | | | | Land Color Combinations | | | | GT-Line Color Combinations | |
| Ext/Int | Exterior | Interior | Remarks | Ext/Int | Exterior | Interior | Remarks | Ext/Int | Exterior |
| ABP/RBQ | Aurora Black Pearl | Gray | | ABP/CRN | Aurora Black Pearl | Brown/Black | | ABP/CRN | Aurora Black Pearl |
| DFG/RBQ | Pebble Gray | Gray | | ABP/EMA | Aurora Black Pearl | Light Gray | | ABP/NJR | Aurora Black Pearl |
| ISG/RBQ | Ivory Silver | Gray | | ABP/RBQ | Aurora Black Pearl | Gray | | ABP/RBQ | Aurora Black Pearl |
| SWP/RBQ | Snow White Pearl | Gray | | DFG/CRN | Pebble Gray | Brown/Black | | DFG/CRN | Pebble Gray |
| | | | | DFG/EMA | Pebble Gray | Light Gray | | DFG/NJR | Pebble Gray |
| ABP/EMA | Aurora Black Pearl | Light Gray | | DFG/RBQ | Pebble Gray | Gray | | DFG/RBQ | Pebble Gray |
| DFG/EMA | Pebble Gray | Light Gray | | IEG/EMA | Ice Green | Light Gray | | IEG/RBQ | Ice Green |
| IEG/EMA | Ice Green | Light Gray | | IEG/RBQ | Ice Green | Gray | | ISG/CRN | Ivory Silver |
| IEG/RBQ | Ice Green | Gray | | ISG/CRN | Ivory Silver | Brown/Black | | ISG/NJR | Ivory Silver |
| ISG/EMA | Ivory Silver | Light Gray | Wind only | ISG/EMA | Ivory Silver | Light Gray | Opt 010, 015, 020 & 025 only | ISG/RBQ | Ivory Silver |
| OBG/EMA | Ocean Blue | Light Gray | | ISG/RBQ | Ivory Silver | Gray | | OBG/CRN | Ocean Blue |
| OBG/RBQ | Ocean Blue | Gray | | OBG/CRN | Ocean Blue | Brown/Black | | OBG/RBQ | Ocean Blue |
| P2M/RBQ | Panthera Metal | Gray | | OBG/EMA | Ocean Blue | Light Gray | | P2M/CRN | Panthera Metal |
| SWP/EMA | Snow White Pearl | Light Gray | | OBG/RBQ | Ocean Blue | Gray | | P2M/RBQ | Panthera Metal |
| | | | | P2M/CRN | Panthera Metal | Brown/Black | | SWP/CRN | Snow White Pearl |
| | | | | P2M/EMA | Panthera Metal | Light Gray | | SWP/NJR | Snow White Pearl |
| | | | | P2M/RBQ | Panthera Metal | Gray | | SWP/RBQ | Snow White Pearl |
| | | | | SWP/CRN | Snow White Pearl | Brown/Black | | | |
| | | | | SWP/EMA | Snow White Pearl | Light Gray | | | |
| | | | | SWP/RBQ | Snow White Pearl | Gray | | | |
| | | | | ISM/CRN | Ivory Silver Matte | Brown/Black | Opt 012, 017, 022 & 027 only | ISM/CRN | Ivory Silver Matte |
| | | | | ISM/RBQ | Ivory Silver Matte | Gray | | ISM/RBQ | Ivory Silver Matte |
| | | | | OBM/CRN | Ocean Blue Matte | Brown/Black | | OBM/CRN | Ocean Blue Matte |
| | | | | OBM/RBQ | Ocean Blue Matte | Gray | | OBM/RBQ | Ocean Blue Matte |
| Notes | | | | | | | | | |
| 1) MPP: Matte Paint deletes Digital Pattern Lighting Grille. 2) RCP: GT-Line 2nd Row Relaxation Package includes 2nd Row 8-Way Power Seats with Wing-out Headrest and Leg Support Extension. 3) RLP: Land Relaxation Package includes Front Passenger Premium Relaxation Comfort Tilt Seat with Leg Support Extension, and 2nd Row 8-Way Power Seats with Wing-out Headrest and Leg Support Extension. 4) TWP: Towing Package includes Self-Leveling Rear Suspension and Tow Hitch. | | | | | | | | | |

Effective Date: January 31, 2024

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