

CARGAZING

2023 KIA NIRO

Eco-Minded Transportation

Kia Completely Redesigns 2023 Niro for ‘Sustainable Future Mobility’

PRESS RELEASE

The next-generation Niro has been designed from the ground up to meet and exceed the expectations of eco-minded consumers. With striking styling cues and a commitment to sustainability and connectivity throughout, the 2023 Niro launches in the United States with three highly efficient, electrified powertrains: hybrid electric (HEV), plug-in hybrid (PHEV) and all-electric (EV).

“Kia’s electrified vehicle momentum continues with the launch of the all-new second-generation Niro, which offers more refinement, versatility, connectivity, and technology than ever,” said Steven Center, COO & EVP, Kia America. “The 2023 Niro was designed for today’s needs and for sustainable future mobility.”

DESIGN

Inside and out, the 2023 Niro features bold design inspired by the “Opposites United” philosophy that infuses inspiration from nature with aerodynamic refinement. The exterior of the 2023 Niro embodies a sophisticated and adventurous sense of purpose and achieves an impressive drag coefficient (Cd) of 0.29. Its upswept, striking daytime running lights (DRL) flank the signature tiger nose grille, which has evolved with the



MANUFACTURER PHOTO

new Kia brand identity. At the rear, boomerang-shaped LED taillights sit alongside uncomplicated surface treatments for a concise and aerodynamic styling combination, while the heartbeat-shaped rear reflector, rugged looking skid plate garnish and lower bumper enhance the front-end design. Niro HEV and Niro PHEV can be identified by black door cladding and wheel arches, while Niro EV is distinguished by Steel Grey or

black exterior trim, depending on body color.

The all-new Kia Niro features a bold and dynamic design inspired by the brand’s acclaimed ‘Opposites United’ design philosophy, and specifically its design pillar ‘Joy for Reason.’ The treatment takes inspiration from nature, while the choice of colors, materials and finishes aim to strike the perfect balance between an environmentally responsible approach to

mobility and a future-oriented passenger car vision.

TECHNOLOGY

Advanced vehicle technology manifests in myriad forms in the all-new Kia Niro, from customizable vehicle settings through the in-dash infotainment system to class-leading, standard active safety equipment.

Approaching the vehicle, heartbeat-inspired DRLs and available power-folding mir-

rors act as a warm greeting. Once inside, available memory seats on some variants recall the driver’s position, and programmable mood lighting sets the scene. An available Head-Up Display (HUD) projects directions, active safety warnings, vehicle speed, and current infotainment directly in the driver’s line of sight. Wireless Apple CarPlay and Android Auto capability are standard, and a wireless phone charger is

BY THE NUMBERS

Base Price: \$39,450
Wheelbase: 107 in.
Length: 174 in.
Width: 71.8 in.
Height: 61.8 in.
Powertrain: Permanent Magnet Synchronous Motor (204 hp, 150 ft-lbs)
Range: 253 miles
MPGe: 113

optional.

The 2023 Niro EV is available with the same vehicle-to-load (V2L) onboard generator functionality pioneered by the EV6.

THREE FLAVORS

The all-new Kia Niro will arrive in the U.S. in three distinct powertrain configurations: the Niro HEV hybrid, the Niro PHEV plug-in hybrid, and the all-electric Niro EV. All Niro models are front-wheel-drive, which provides advantages in adverse weather. A 6-speed dual-clutch automatic transmission is standard in HEV and PHEV.

In addition to Sport and Eco drive modes, the all-new Kia Niro introduces Green Zone Drive Mode, which automatically transfers Niro HEV and Niro PHEV into EV drive mode in residential areas, and nearby schools and hospitals.