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## **Kia Gets Behind Marine Industry In New Zealand**

The New Zealand Marine Industry has received an image boost with the delivery of five brand new, upmarket Kia Sorento vehicles to its training division.

The fleet of Kia Sorento Urban models have been supplied to the NZ Marine Industry Training programme as part of a Kia Motors sponsorship package and follows a long-time association with the industry as a partner of the Auckland International Boat Show and Christchurch Boat Show.

The vehicles will be used by the training programme Field Officers to visit the 185 industry members who have apprentices and to liaise with other key stakeholders around the country. Their highly visible signage will also help to promote an industry with a significant future; by 2020 the NZ marine Industry will double its current turnover of \$2 billion per year.

Chris van der Hor, Chief Operations Officer of the NZ Marine Industry Association, says the deal with Kia Motors is a reflection of where the marine industry is heading.

“We are the largest non-primary, manufacturing industry in New Zealand, supplying vessels and services worth hundreds of millions of dollars to overseas customers, with significant potential to grow,” he says. “The Kia Sorento fleet provides an excellent corporate image to fly the NZ Marine flag, as well as fulfilling our transport requirements. We like the fact that Kia is also a growing brand in New Zealand and its technology and design outlook mirrors our own.”

Training new people in important trades is key to the development of the Marine Industry, which is already short of skilled workers and will need more workers as boat builders and suppliers expand to fulfil demand for quality vessels from overseas buyers. NZ Marine Industry Training is highly regarded internationally, with its world-leading training programmes licensed to other countries.

At the hand-over of the five Sorentos, Kia Motors NZ National Sales Manager Mark Greene says Kia Motors is proud to be associated with a world-class organisation like NZ Marine and believes the vehicles are ideal for the varied activities of the training staff. With three rows of seats capable of transporting up to seven people, the NZ Marine Kia Sorentos are equipped with a powerful fuel efficient diesel engine and new 6-speed automatic transmission for towing boats when required.

The strong towing ability of the Kia Sorento has already proven itself from the vehicles used in conjunction with the Auckland International Boat Show and Christchurch Boat Show and it was logical to extend the association with the same vehicle, adds Mr Greene.

Environmental factors were also a strong factor in NZ Marine selecting the Kia Sorentos for its fleet, in particular the excellent fuel economy, low exhaust emissions and the ongoing efforts by Kia Motors to reduce its carbon footprint in the manufacturing process.

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Photo caption: Chris van der Hor, Chief Operation officer of NZ Marine (right) receives the keys to the Kia Sorento from Mark Green, National Sales Manager of Kia Motors NZ.

Further Enquiries:

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