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KGM Actyon – First Impressions

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A significant coupé-SUV newcomer arrives from KGM...

by Robin Roberts (and WheelsWithinWales).

It may be unknown to many but KGM has aspirations to become the brand you'll desire to drive.

The former SsangYong manufacturer went bust twice in recent years but in 2022 was rescued by Korean conglomerate KG Mobility which is pursuing a clear programme of new model introductions in conjunction with the resources of Gibraltar-based Bassadone Automotive Group, founded in 1904, which works with Toyota and Jeep and has franchises across the Continent.



The first fruit of this new-found investment by KGM is the third-generation Actyon, first released between 2005 and 2011 and then from 2012 to 2018. Further vehicles are already being lined up for this year and 2026 including a pickup and an electric model, to secure a foothold in the new generation of zero-emission cars and commercials.

The KGM Actyon is based on the platform of the current Torres SUV but it has a completely new coupé-SUV body and eye-catching interior into which the British importers have thrown every available piece of technology which normally commands a premium price with rivals.

The purposeful looking exterior is matched inside with hand-stitched black Nappa leather seats, red Nappa leather side inserts, and premium materials such as quality suede, TPU-wrapped door trims, carbon fibre, dark wooden finishes, and a glowing crystal gear switch to blend refinement with the high-energy spirit of a coupé-style SUV.

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Noise-cancelling Michelin tyres, laminated front door glass, and a dual 12.3" digital cluster and infotainment display with TomTom navigation, Apple CarPlay, Android Auto, and vehicle information create an intuitive driving experience.

Luxurious touches see KGM's first premium-quality steering wheel, providing a squared-off wider design that presents a clearer view of the instrument cluster, as well as new quick-access buttons and customisable "favourites" settings to allow the driver to instantly access commonly used functions such as rear-seat sleep mode, navigation, route cancellation, and climate control.

This is complemented by ambient mood lighting, which offers 32 different colours for personalisation, allowing drivers to create a relaxing atmosphere tailored to their preferences.

Safety does not take a back seat with the Actyon equipped with an array of advanced driver-assistance systems. From adaptive cruise control to lane-keeping assist and autonomous



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emergency braking, the Actyon provides a comprehensive suite of features to help drivers stay safe on the road. It also includes 3D 360° 'surround view' monitoring system to ensure safe and easy parking.

Under the bonnet sits a 163 PS 1.5 turbo-petrol engine mated with a six-speed automatic transmission offering three possible driving modes covering eco, normal and sports settings along with paddle shifts on the column for those who want the feel of manual changes. It's front wheel drive.



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Seating is for up to five people with a luggage compartment rising from a nominal 668 to 1,568 litres (23.59 to 55.37 cu.ft) and it will pull a 1.5 tonnes trailer.





There is a five-years or 100,000 miles warranty and it costs £36,995 sitting towards the upper end of a KGM UK range which is undergoing price revisions from February for their models, most notably the Torres and Torres EV which are substantially reducing in price for the 25-plate registrations.

Marketing director Clive Messenger said at the launch of the new Actyon K50, designating the brand's highest trim level, said the new car market was down 8% last year but KGM sales were up 10% and it hoped to lift its 73-strong UK dealer network to over 80 by the end of this year.

The intention is to make the KGM brand a desired drive for mostly retail buyers and they expected to sell no more than 500 Actyons this year with a specification which undercuts



their closest rival in the SUV sector by £2,300. Most will be conquest sales from other brands.

Initial indications are that the Actyon will lose 59% of its list price over two years and 52% after three years.

First drive impressions

From the outside or inside, the new Actyon is head-turning and eye-catching and those who spend a lot of time behind a wheel will appreciate the “favourites” menu option for the steering wheel spokes.

The slim, long infotainment screen and essential dials are easy to read and quickly change, the seats are attractive and comfortable in front, a bit flatter behind, and there is good space in the luggage area.

It has all the modern communications features you expect in a car costing significantly more money and it was easy to switch between driving modes and use the paddles if preferred.

Steering felt a bit dead to the touch even though the turning circle was good, the brakes were strong and the normal auto changes were very smooth but ‘kick-down’ was slow to come in and the ride was firmer than expected possibly due to the 20-inch wheels and Michelin Tyres which did not seem that quiet as you might expect either, and carried through a lot of road rumbles to the cabin.

On country roads with assorted potholes and tarmac repairs the ride was at times bumpy while it skipped around some bends as well but it evened out on better surfaces. We calculated it did about 30 mpg without the benefit of any electrical hybrid assistance.

VERDICT

[I can see Actyon appealing to younger families or young at heart who watch their wallets](#)



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and want a good package with a long warranty.

