



KGM Motors UK confirms new model line-up plus future product launches

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In accordance with KGM Global's brand transformation, KGM Motors UK has changed its line-up...

Note: For further information about KGM Global (formerly SsangYong Motor Company), please see 'More Information' at the end of this feature.

They tell us:

(All words and images from KGM Motors UK).

- KGM Motors UK announces line-up reshuffle including new nomenclature and revised specifications
- Aimed to elevate offering of premium and innovative products in-line with refreshed global brand identity
- "Powered by Toughness" remains the brands vision to reinforce model image as a distributor of powerful and modern SUVs and pick-up trucks
- UK launch confirmed of all-new Torres ICE and Torres EVX in the UK early in 2024
- Two new SUVs and pick-up continue in development and will utilise BEV-dedicated platforms in partnership with BYD

17th January 2024

KGM Motors UK has announced its revised model line-up as part of its recent corporate rebrand, supporting the company's refreshed global brand identity. This strategic overhaul



includes a consolidation of model specifications across both current and future offerings, aimed at elevating the overall product quality to deliver premium craftsmanship and innovation.

Under this revision, vehicles within the line-up will undergo adjustments to meet updated specifications, reforming models to two variants per vehicle and embracing a unified alpha / numeric nomenclature, K20, K30, K40 and K50 variants. The award-winning Musso pick-up retains its established EX, Rebel, Saracen, and Saracen variant names.

Aligned with its brand transformation, KGM Motors UK has also confirmed a unified design approach and an expansive future product line-up. This move signifies KGM Global's proactive intent to redefine its brand image and diversify its offerings in the UK market, moving beyond the outdated perception centred on 'value for money'.

Initially unveiled in 2021, KGM Motors UK has reasserted the brand's commitment to the design philosophy defined by "Powered by Toughness", emphasising the intrinsic value and prospective trajectory of its forthcoming lineup. This deliberate strategic decision is positioned to reinforce the brand's identity as a distributor of robust, contemporary vehicles that authentically embody the company's rich heritage.

Kevin Griffin, managing director of KGM UK, said: "The re-interpretation of the future design vision draws heavily on our unique heritage. As with the new brand identity, this marks a new era for both design and product, with all models moving forward adhering to this exciting, new approach - and we have some exciting new model launches coming."

Future products will resume the original characteristics of a tough vehicle designed for adventure through the contrast between aesthetic elements of colour, texture, and modelling to complement the natural world and reflect the sensibilities of the customer. The product line-up will also pay tribute to the heritage of the original Korando and Musso, which are regarded as symbols of strength in Korean automobile history.

The latest designs from KGM are set to further establish their brand as an authentic



supplier of SUVs and pick-up trucks, meeting the demands of their customers while simultaneously staying attuned to the latest trends in the automotive industry. This will incorporate eco-friendly powertrains, a response to the increasing need for sustainable mobility that is shaping the future of driving.

By adopting these eco-friendly powertrains, KGM manoeuvres to a forward-thinking vehicle manufacturer, demonstrating its commitment to meeting the needs of both its customers and the environment.

The highly anticipated launch of the Torres ICE and Torres EVX in the UK is planned for Q1 of 2024. Concurrently, the development of concept models BEV pick-up truck (O100), a BEV mid-sized SUV (KR10), and a BEV large SUV (F100) will continue with the collaboration of BYD, utilising BEV-dedicated platforms. The mass production of O100 and KR10 is expected to commence in H2 of 2024, with more information to be released in due course.

More information:

Made in Korea...

KGM Global (formerly SsangYong Motor Company) is a Korean car manufacturer specialising in 4x4s, SUVs, MPVs and pick-up trucks. Initially established in 1954, the company produced trucks, buses, and special purpose vehicles for the export market, establishing the strong and reliable DNA of its products on the market today. The headquarters for KG Mobility is in the Gangnam district of Korea's capital, Seoul, and its principal vehicle manufacturing plant is currently at Pyungtaek, which has the capacity and latest technology to produce 240,000 cars a year. The company has invested in a new factory, in the same area, which has been developed specifically to accommodate the production of pure-electric vehicles.

KGM UK distribution rights were acquired by Bassadone Automotive Group in 2011. Operating as KGM UK Limited in the UK, as the official importer and distributor of KGM vehicles, parts, and accessories. KGM UK Limited has undergone dramatic transformation



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over recent years with the implementation of a new management team and a new growth strategy with a firm focus on the expansion of an evenly spread dealer network to 80-strong in 2024. Its proposition offers UK customers a full range of SUVs and pick-ups with generous specifications, each with value for money prices.