

2010

Kia POP Concept
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The Kia POP concept car was a statement about the design possibilities of electric vehicles, made at a time when the first mass-produced electric cars had just started to appear. Peter Schreyer sought to push the envelope. “We wanted to show that electric cars didn’t have to be sober and emotionless,” says Peter. “Why not make something with real character?”

Much of this character stemmed from an early breakthrough in the design process. “A young designer at the Kia Design Center Europe came in with a small toy model he had made by hand,” recalls Peter. “It was little more than a three-dimensional thumbnail sketch, but it perfectly captured the character of the car. It even had a reflective silver surface, so that it would adapt to its surroundings and light—we used a chrome finish to give the same quality to the POP.”

Revealed at the 2010 Paris Motor Show, the Kia POP retained the character of that model, while adding a wealth of design detail. At just under 10 feet (3 meters) long, the car contained three seats, with a body dominated by a steeply raked windshield and lozenge-shaped

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