

KIA partners with RecordSetter for The World's Longest Test Drive in October

Issued by [Kia South Africa](#)

29 Sep 2016

More than 30,000 people register to participate

After announcing its intention to set a new record for The World's Longest Test Drive at the end of August 2016, KIA's record-setting attempt has seen more than 30 000 motoring enthusiasts register on www.kiaworldrecord.co.za to be part of history.

Now, thanks to the overwhelming interest in the all-new KIA Sportage and its journey throughout South Africa, KIA Motors has officially partnered with RecordSetter, an innovative and fast-growing record holding company in the U.S.A, as an officiator for The World's Longest Test Drive.



The all-new KIA Sportage

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The test drive will see a fleet of all-new KIA Sportages ferrying hundreds of motoring enthusiasts across the country as they play a part in not only making the 3000-odd kilometre relay adventure happen, but also in setting an official, globally recognised RecordSetter World Record. To this end, RecordSetter will be joining KIA Motors South Africa on the marathon journey across South Africa to document the drive and to ensure that a world first has been achieved.

The RecordSetter world record database hosts over 40,000 records from more than 95 countries, with record holders including Jimmy Fallon, Shaquille O'Neal and Tony Hawk. The organisation has been described by The New Yorker as "to the Guinness Book of Records as Wikipedia is to the Encyclopaedia Britannica".

"RecordSetters is a great partner for our attempt at setting the record for The World's Longest Test Drive," says David Sieff, Marketing Director for KIA Motors South Africa. "Their vibrant and dynamic approach to world records is an excellent fit to the innovative launch campaign for the all-new KIA Sportage, and the KIA brand overall, and we are excited about the added 'wow' an official world record will bring to the local introduction of one of KIA's most anticipated new cars."

The World's Longest Test Drive kicks off in Durban on 14 October 2016 and ends at Cape Point on 20 October 2016. The all-new KIA Sportage officially makes its South African debut on 21 October 2016. For more information on The World's Longest Test Drive, visit www.kiaworldrecord.co.za. Registrations close at midnight on 30 September 2016, and participants will be notified by 3 October.

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