

# Kia Values and Behaviors



## Care for People

Knowing small actions make big impacts, we lead with empathy and respect for our colleagues, customers and the planet. We never compromise on our responsibility to shape the world we want to live in: one that is more inclusive, equitable and sustainable.

### Behaviors

- We enable everyone to be themselves at work, regardless of background, culture or identity.
- We make decisions to create better outcomes for our colleagues, customers and the planet, not for individual or temporary success.
- We set clear and achievable goals that positively impact our colleagues, customers and the planet.

## Move Further, Together

United by our purpose, we work together, embracing diverse perspectives. By debating ideas, inspiring each other, and sharing joy, we move further—together.

### Behaviors

- We work together across teams and regions to achieve shared goals.
- We actively seek feedback and listen to different perspectives, constructively challenging each others' ideas.
- We celebrate and recognize our progress, not only the end result.

## Empower People to Act

Our mutual trust in one another empowers us to own our commitments and take responsibility. Our freedom to act is guided by shared accountability.

### Behaviors

- We agree on outcomes at the beginning of each task and trust each other to make it happen.
- We are transparent with each other, sharing information openly.
- We hold ourselves accountable for our commitments.

## Dare to Push Boundaries

Bold, curious, and creative, we dare to reimagine how the world moves forward. We relentlessly challenge convention, knowing it's better to take risks—and learn from failure—than to stand still.

### Behaviors

- We stay curious; we learn and grow each day.
- We take calculated risks and see failure as an opportunity to learn.
- We boldly and purposefully challenge the status quo to find new solutions.

## Chase Excellence, Every Day

We think big and pursue continuous improvement. We adapt quickly to exceed customer expectations and simplify how we work to ensure our process never gets in the way of our progress

### Behaviors

- We continually seek to understand our customers, to deliver on their needs and remove pain points.
- We prioritize our tasks and simplify how we work to improve quality and productivity.
- We make decisions and act quickly, balancing data and our best judgement.