

WHATCAR?

Insight

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THIS MONTH

EV news round-up

The key headlines in a fast-growing sector

Most popular reviews

Which cars have our readers been looking at?

Target Price report

Demand is up, so discounts are down

WHATCAR?

CAR OF
THE YEAR
AWARDS
2022

INTERVIEW

Paul Philpott, Kia UK

Paul Philpott has been President and CEO of Kia UK since 2012, and this year celebrates 15 years with the company, during which time he has overseen its rise from market newcomer to mainstream acceptance.

He recently collected Kia's second What Car? Car of the Year Award in four years, this time for the EV6 electric car. This followed Kia's inaugural triumph with the e-Niro in 2019 and underlines the brand's breakthrough as a leading electric car brand.

Here he discusses the impact of that win, the opportunities and challenges for the year ahead, his views on electric car incentives and charging infrastructure, the Agency model and more.

What does it mean to win a second What Car? Car of the Year Award?

"It goes without saying, I'm unbelievably proud. As I said at the award ceremony, to win it once is a great accolade for our brand and our organisation. But to win it twice in a four-year period with two of our pioneering electric vehicles is a huge endorsement for our electrification strategy. Nobody should underestimate the value of winning What Car? Car of the Year. It's a huge endorsement for our brand and for our reputation. If there was one award I'd like to win each year, it would be What Car? Car of the Year."

How do customers react?

"It's early days yet for EV6, and the Award was only announced a few days ago, but we

know from when we won in 2019 with e-Niro that we very clearly saw a big spike in interest. What followed afterwards was a progressive and sustainable increase in demand. What Car? has a great reputation. For a relatively new brand such as ourselves, where segments of the car buying public haven't yet considered Kia, it's a huge endorsement for us."

And what is the reaction like back in Korea?

"Warm! I always joke that when we won in 2019, [What Car? editor] Steve Huntingford and myself became famous because we appeared on the front page of The Korea Times. That shows how much this means to our company in Korea. ▼