



**KIA MOTORS**  
*The Power to Surprise™*

Sitecore  
**Case Study:**

## Kia Europe – Driving customers across multiple markets with Sitecore

### Summary

With twenty five markets under the Kia Motors Europe (KME) umbrella, KME needed to find a way to:

- Centralize content, while ensuring that the brand and identity were consistent.
- Display the cars, accessories, information, and pricing relevant to each individual market.

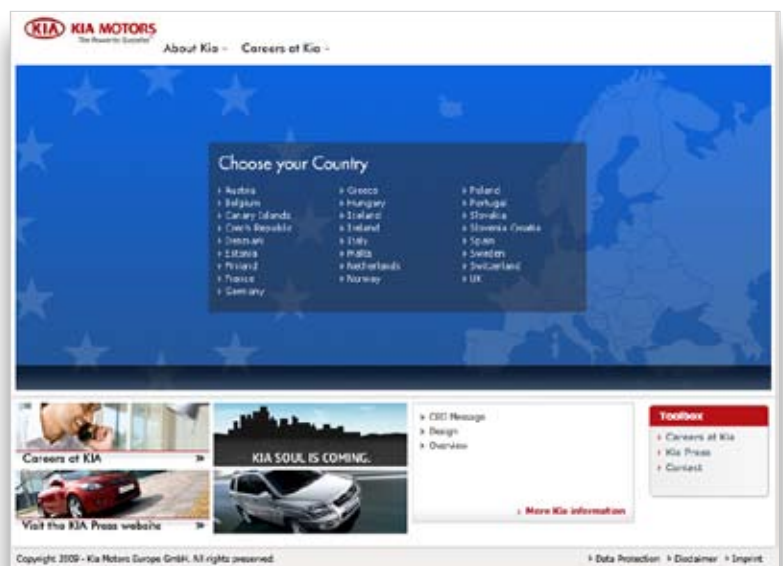
Working with the Netherlands based Sitecore partner, booleanpark interaction agency, KME is well on their way to driving more business through their market-specific web sites.

### Challenge

Kia Motors Europe (KME) is the European sales and marketing division of the Kia Motors Corporation (KMC) based in South Korea. With its headquarters located in the heart of Frankfurt, Germany, KME's staff is small, dynamic and highly motivated. The company structure encourages individuals to make vital contributions to its operations and the multi-cultural atmosphere is home to more than 15 different nationalities.

The company is responsible for marketing Kia products in more than 25 countries across Europe. Each market has its own line of model cars, accessories and options, and is responsible for its own marketing. With each market having developed its own website, naturally there were challenges with maintaining corporate identity consistency. KME wanted to centralize the website to ensure a more consistent corporate identity and brand across all markets and provide innovative functionality locally.

Kia Europe  
Site  
[www.kia.eu](http://www.kia.eu)



## Sitecore Case Study:



**KIA MOTORS**  
The Power to Surprise™



**sitecore**  
compelling web experiences®



*“KME is able to manage content easily, across multiple markets, with a consistent look throughout each market site, while the custom car configurator allows specific markets to include the appropriate pricing, car models, options, and accessories.”*

**— Hans Anton Verschoor,  
executive partner  
at booleanpark**

### Solution

KME put the bid out to over fifteen agencies, including Sitecore partner, booleanpark. booleanpark evaluated multiple content management solutions to find the best match for KME’s needs. They ultimately chose Sitecore based on the following reasons:

- **Extensibility:** booleanpark felt that the combination of possibilities with an extendible, flexible solution such as Sitecore would allow them to build exactly the type of site KME wanted.
- **Platform:** since booleanpark is a .NET company, they preferred to work with a .NET solution.
- **User Interface:** Sitecore’s intuitive user interface was favored over other CMS solutions on the market.
- **The price:** Sitecore offers a highly powerful solution that was within KME’s budget.
- **Best overall fit:** booleanpark put together a matrix of the possible CMS’s, and Sitecore had the highest score.

booleanpark integrated Sitecore, starting with the Netherlands, Germany, Belgium, France, Spain, Italy and others – for a total of 14 KME markets now using Sitecore. In the next year, over 17 KME markets will be using Sitecore.

Some customizations include:

- **Car configurator:** Working with the Munich-based design agency H2O, booleanpark also built a custom 3D car configurator, which allows product management within KME the ability to manage information for all cars, options, accessories, colors, trims, etc. This makes it possible to make

the appropriate information and pricing available to the specific markets with a single click. The car configurator was integrated with the Sitecore product database.

- **Dealer dashboard:** booleanpark also created a dealer dashboard for the Kia dealers – which connects to Sitecore and allows dealers the ability to customize their sites with dealer specific information.

### Result

KME is extremely happy with their new, centralized site. According to Hans Anton Verschoor, executive partner at booleanpark, “We’ve been able to offer KME the best of both worlds – with Sitecore to manage their content, along with the customized solutions we created. KME is able to manage content easily, across multiple markets, with a consistent look throughout each market site, while the custom car configurator allows specific markets to include the appropriate pricing, car models, options, and accessories.”

### Technology Description

#### Solution Special Ingredients:

Google maps  
Google analytics  
NetMining



Sitecore’s Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

**Sitecore**  
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**Booleanpark interaction agency**  
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