

## **Kia America becomes Official Automotive Partner of the 2024 Los Angeles Marathon**

*Kia EV9 Pace Vehicle to lead 26,000 runners from Dodger Stadium to Avenue of the Stars this Sunday, March 17*

LOS ANGELES, CA (March 14, 2024) – The **Los Angeles Marathon presented by ASICS** today announced **Kia America** as Official Automotive Partner & supporting sponsor of the **Los Angeles Marathon Sustainability Program** ahead of the 39th annual event.

“We are grateful for Kia America’s support of the Los Angeles Marathon and our sustainability program,” said **Murphy Reinschreiber**, Chief Operating Officer of The McCourt Foundation. “Kia is a brand built on movement and inspiration – nouns that match our participants and communities of this event so well. Kia’s dedication to providing sustainable mobility aligns with our mission of empowering communities to build a healthier world and we look forward to a successful partnership.”

On March 17, 2024, the Los Angeles Marathon presented by ASICS will welcome over 26,000 registered runners along the 26.2-mile Stadium-to-the-Stars Course starting at Dodger Stadium and finishing near Avenue of the Stars in Century City. This year’s field size will be one of the largest in the race’s 39-year history.

Kia is driving forward with sustainable mobility solutions and is focused on crossing the finish line first in the global EV market. The Company is gearing up to expand its current lineup of nine electrified vehicles to a full line-up of 11 models by 2025. The Kia EV9 was named North American Utility Vehicle of the Year™ by the North American Car of the Year (NACTOY) jury and won ‘Best EV’ in the 2024 Motorweek Drivers’ Choice Awards.

“Kia America is thrilled to support The Los Angeles Marathon Sustainability Program as we establish Kia’s position as a sustainable mobility service provider,” said **Steven Center**, COO & EVP of Kia America. “The Los Angeles Marathon Sustainability Program reflects Kia’s recognition of the importance of reducing the environmental footprint, and we are excited to create a healthier community together.”

Each year the Los Angeles Marathon is committed to working towards promoting greater environmental responsibility through the implementation of green initiatives that reduce waste, promote sustainable and responsible consumption,

and support the local Los Angeles community. In 2022, The Marathon achieved Gold level certification according to the Version 4.3 Responsible Sport Standards as offered by the Council for Responsible Sport. Due to the outstanding support from its participants, partners, volunteers, and community groups, the Marathon has been certified since 2015 and is among the top 10 longest-standing certified events in the world.

As designers of movement, with the vision to create sustainable mobility solutions for the consumers, community, and the global society, Kia's purpose is to deliver innovative products that inspire people when they move and deliver convenient and meaningful services.

Further information about the 2024 Los Angeles Marathon presented by ASICS can be found online at [LAMarathon.com](https://LAMarathon.com) and follow along on social media [@LAMarathon](https://twitter.com/LAMarathon).

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[2024 Media Guide](#)

## **About Kia America**

Headquartered in Irvine, California, Kia America continues to top automotive quality surveys. Kia is recognized as one of the TIME100 Most Influential Companies of 2023. Kia serves as the "Official Automotive Partner" of the NBA and offers a range of gasoline, hybrid, plug-in hybrid and electric vehicles sold through a network of over 775 dealers in the U.S., including several cars and SUVs proudly assembled in America\*. For media information, including photography, visit [www.kiamedia.com](https://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at [KiaMedia.com](https://KiaMedia.com).

*\* The Sportage (excludes HEV and PHEV models), Sorento (excludes HEV and PHEV models), and Telluride are assembled in the United States from U.S. and globally sourced parts.*

## **About The McCourt Foundation/ Los Angeles Marathon presented by ASICS**

The McCourt Foundation (TMF) empowers communities to build a healthier world through research, education, and events. TMF's mission is to cure neurological diseases while empowering communities to build a healthier world. TMF makes a difference by donating to neurology research, hosting educational forums, and using our events such as the Los Angeles Marathon presented by ASICS, Rose Bowl Half Marathon & 5K, Santa Monica Classic, Boston Waterfront

5K, and Tour de South Shore, as platforms to raise funds for over 105 nonprofit charity partners. Since its inception, TMF has donated more than \$6.3 million to neurology research and generated more than \$68M for nonprofit charity partners over the 39-year history of the Los Angeles Marathon. Established in 1992, TMF is a 501 (c)(3) with offices in Boston, MA and Los Angeles, CA. For more information about the Los Angeles Marathon presented by ASICS, visit [LAMarathon.com](http://LAMarathon.com).