

September 24, 2024
Sojitz Corporation

Sojitz Signs Distributorship Agreement with Kia Corporation for Distribution of Kia Electric Vans in Japan

Sojitz Corporation (“Sojitz”) has concluded a distributorship agreement with Kia Corporation (Head Office: Seoul, Korea; “Kia”) for distribution of Kia’s new lineup of Platform Beyond Vehicle (PBV) electric vans to the Japanese market. Kia’s PBV vans, currently under development, are expected to be launched in Japan from spring 2026.

Kia’s new lineup of electric PBV vans are currently under development for global distribution. Kia first announced its PBV concept in January at CES 2024, the world’s largest consumer technology trade show held annually in Las Vegas, U.S. By introducing a specialized PBV platform, users will be able to make product specifications for vehicle customization based on type of application. PBVs can be adapted to meet user needs with flexible seat layouts, cargo space, door designs, and battery capacity. Kia’s electric PBV vans are therefore expected to be utilized across a range of domains including as personal and commercial vehicles. In Japan, sales of Kia’s PV5 are scheduled to begin around spring 2026, and other PBV series models will be rolled out sequentially.



[PV5 image]

In Japan, the commercial EV market is expected to demonstrate continued growth. At present, there is a limited lineup of mid-sized EV vans on the market despite anticipated demand in urban areas. Kia has made the decision to enter the Japanese market based on the country’s expected EV market growth

and anticipated demand for highly customizable products. Sojitz was chosen as Kia's Japan partner for its demonstrated performance in auto sales, industry networks, and sales and marketing capabilities.

Through introduction of PBVs to the Japanese market, Sojitz aims to expand its highly competitive product offerings that provide social mobility solutions, and Sojitz will continue to enhance its functions and lay the foundation for new business in automotive sales.

[Company Overview – Kia Corporation]

Established	1944
Location	12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
Representative Director	Ho-Sung Song, Jun-Young Choi
Main Business	Manufacturing and sale of automobiles and transport equipment. Kia is an auto manufacturer recording sales of over 3.1 million units with worldwide sales network.
Kia's PBV website	https://www.kia.com/jp/pbv