
Kia EV9 lets the sun rise

To demonstrate the performance of the "Vehicle-to-Load" (V2L) technology of its new Kia flagship EV9, Kia has brought light into one of the darkest areas of Norway with a remarkable installation. An LED screen five meters in diameter, powered by the electric SUV, has made the sun rise in a country where it rarely shows itself in winter. Kia implemented this campaign together with Void, a studio for experience-oriented design, and the creative agency Innocean. "This technology allows electric vehicles to play an even greater role in our lives, whether camping, as a power source for a mobile office or even as part of the public power grid," says David Hilbert, Head of Marketing at Kia Europe.

The light installation was set up on a fjord 35 kilometers southwest of Oslo at the Rampton campsite. When fully illuminated, the temporary sun could be seen from several kilometers away. And one battery charge of the EV9 is said to have been enough to drive from Oslo to Rampton, supply the huge LED disc with energy for 24 hours and then return to Oslo with sufficient power in the "tank".

The V2L function is part of the EV9's standard equipment. It makes it possible to use the charging connection as a 220-volt socket, which can supply power for a very long time due to the high battery capacity (99.8 kWh). Other bidirectional charging technologies include vehicle-to-home (V2H) for supplying electricity to a home, vehicle-to-grid (V2G) for feeding electricity into the public grid and vehicle-to-vehicle for charging another electric vehicle. (aum)

Images for article



Photo: Autoren-Union Mobilität/Kia

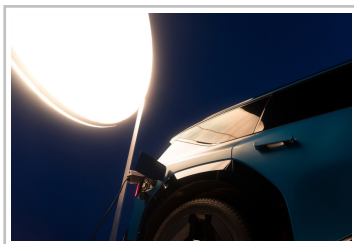


Photo: Autoren-Union Mobilität/Kia

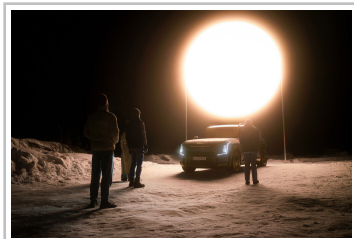


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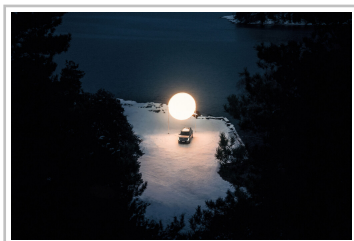


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