



2020 / 2021

Image Apparel Program





KIA MOTORS AMERICA, INC.
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Date: July 13, 2017

Subject: New Kia Image Apparel Program

Dear Kia Dealership Manager,

Kia Motors America is pleased to announce the all New **Kia Image Apparel Program**, offering Kia dealership team members with new and exciting selections of Kia branded apparel and supporting products. As the Kia brand continues to evolve with record vehicle sales and award winning product quality, it is imperative that Kia dealership team members display the highest levels of professionalism in a spirit that inspires credibility and trust with retail customers.

In addition to a brand new Technician uniform offering, the new Kia Image Apparel program offers four distinct groupings for Sales, Service, Parts, and Executive job roles within your dealership:

- Executive - dealer principals and general managers
- Consultants and Managers - sales, service and parts
- Service Technicians
- Parts Specialists

Importantly, the new Kia Image Apparel program is now supported by the major industrial laundering services. Technician uniforms and ancillary apparel will be available for rent through your local industrial laundry service as well as for purchase via the Apparel Image Store on KDealer.com.

To this end, we have worked closely with our new suppliers to offer competitive pricing and to make it very easy for your dealership to participate. Please be sure that your Kia team members represent your dealership and the Kia brand with the latest Kia apparel as a means to build confidence with your growing clientele.

Please take a moment to review the enclosed product brochure that highlights Kia's all new look for the Technician uniform and a sampling of ancillary products.

Thank you for your participation and commitment to success!

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Silvestri".

Greg Silvestri
Executive Director, Service Operations
Kia Motors America



Kia Technician Work Shirt

Short Sleeve RKS24KM
Long Sleeve RKS14KM

Logo Options on all Items

Dealership Technician Work Shirt, Exclusively designed for KIA USA.

This shirt was created with the latest technology to give you the best fit, comfort, versatility and looks. The new shirt color is Black w/ Charcoal & Red Custom underarm gusset. Made with soil release, moisture wicking, high color retention, and is slightly sanded for soft comfort. We've concealed the button-front placket to make it scratchless, Two hex-style pockets. Also added underarm gussets for a greater range of motion. Shirt is stocked with a red KIA logo embroidered on back yoke on right side. Dealership logo can be added above the chest pocket.

Fabric: 4.25 oz. Ripstop 65/35 Polyester/Cotton,
Sizing: S - 6XL, Tall in L-3XL



Image
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Technician Pant RKPT2ABK

Technician Pant, no, not just a Tech pant; The ultimate in service technician apparel. Industrial Stretch Canvas Fabric is extra tough but wears comfortably all day long. Covered Waistband Button will not scratch a paint job, Stretch Waistband expands up to 3". Specialty Pockets offer additional tool storage, and a flap on the left pocket keeps them in place. Reinforced Double Knees provide extra durability and mobility, Styled to Fit like a Relaxed Jean with the professional look of a work pant, Relaxed Cut Leg fits easily over work boots, Inseam Gusset offers a better range of motion and roomier fit. Buy 1 and you'll never go back!

Fabric: Twill Blend, 8.0oz., 54% Polyester / 42% Cotton / 4% Spandex
Sizing: 30-50
Color: Black



Performance Technician Short RKPT4ABK

Performance Technician Short, The same great design as the PT2A pant, We can't say enough about this true ultimate in service technician apparel. Industrial Stretch Canvas Fabric is extra tough but wears comfortably all day long. Covered Waistband Button will not scratch a paint job, Stretch Waistband expands up to 3". Two jean-style front pockets, two hip pockets, no-scratch cargo pocket on left leg, and double phone pockets on right leg. 13" Inseam for updated look. Buy 1 and you'll never go back!

Blend: 8.0 oz. Canvas Twill, 54% Polyester / 42% Cotton / 4% Spandex
Sizing: 30-50
Color: Black

No-Scratch Leather Belt AAB503BK

Don't take the chance of scratching that paint job. Simply wear this belt that has a Leather Sheath covering the buckle to protect any surface you're working against.

Fabric: Leather
Sizing: 30 - 58
Color: Black



Kia Ball Cap OT023368

KIA Ball Cap. Cool Comfort Performance Material. Be a part of the team with a KIA cap that is cool, soft and in style. Fabric Velcro closure. Add the KIA or your Dealership logo to personalize

Fabric: 100% Polyester
Sizing: one size
Color: Black, Red
Grey, White



Panel Jacket RKJT50BK

Perma-lined with black quilted lining. Made to withstand the abuse of everyday duties. Style and comfort of the perfect work jacket. 29" length.

Fabric: 7.5 oz. Twill. 65/35 Polyester/Cotton, Lining: 100% Polyester
Sizing: S - 7XL, Longs: XLL-4XLL
Color: Black



TECHNICIAN

Logo Options on all Items



Image
Apparel
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SERVICE
WRITER

Men's Executive Oxford Dress Shirt Short Sleeve RKS60

A perfect stylish garment sturdy enough for any and all departments.
Look good where ever you work.

Fabric: 4.25 oz. Yarn-dyed Oxford 60/40 Combed Cotton/Polyester.

Sizing: 14.5 – 20.5

Colors: White/Gray stripe, Solid Grey, White



Men's Executive Oxford Dress Shirt Long Sleeve RKS70

Fabric: 4.25 oz. Yarn-dyed Oxford. 60/40 Combed Cotton/Polyester.

Blend: 60% Combed cotton / 40% Polyester

Sizing: 14.5 – 20.5

Color: White/ Gray stripe, Solid Grey, White

Women's Executive Oxford Dress Shirt Short Sleeve RKS61 Long Sleeve RKS71

A perfect executive garment sturdy enough for any and all departments.
Look good where ever you work. Feminine cut.

Fabric: 4.25 oz. Yarn-dyed Oxford. 60/40 Combed Cotton/Polyester.

Sizing: 2 - 26

Color: White, Gray



Flex Series Pro Polo RKS90

Performance Knit offering superior wicking fabric for cool comfort,
Snag and wrinkle resistant, color matching buttons, banded collar, straight
hem with side vents, Full mesh underarm gusset added coolness and mobility.

Blend: 5.3 oz. Performance Knit; 100% Polyester

Sizing: Sm-6XL

Color: Black, Grey, Red, White

Women's Pro Polo RKS91

Performance Knit offering superior wicking fabric for cool comfort, Snag and
wrinkle resistant, color matching buttons, Banded Collar, Straight hem with
side vents, Full mesh underarm gusset added coolness & mobility. Feminine
silhouette: front darts help shape bust line & waist line is shaped to follow
female curves

Blend: 5.3 oz. Performance Knit; 100% Polyester

Sizing: XS-3XL

Color: Black, Grey, Red, White



Logo Options on all Items



Image
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SERVICE
WRITER

PARTS
DEPARTMENT



Men's Cell Phone Pocket Pant RKPT2CCH

A great work style garment which is durable as well as comfortable to wear. Slack style front pocket and inset back pockets give it a corporate casual look.

Fabric: 7.5 oz. Twill. 65/35 Polyester / Combed Cotton Soft Hand Twill
Sizing: 28 - 50
Color: Charcoal, Black



Women's DuraKap® Industrial Pant RKPT21CH

Soft hand twill fabric. Jean-style waistband and darts over hip pockets for better fit. An excellent pant for the ladies working in the Parts Department, Service, Office and even Sales.

Fabric: 7.5 oz. Twill. 65/35 Polyester / Combed Cotton...
Pocket: Two slack style front pockets, two set-in hip pockets, left has button closure
Sizing: 2 - 24
Color: Charcoal, Black



No-Scratch Leather Belt AAB503BK

Don't take the chance of scratching that paint job. Simply wear this belt that has a Leather Sheath covering the buckle to protect any surface you're working against.

Fabric: Leather
Sizing: 30 - 58
Color: Black

Motorsports Collection Shirt

Short Sleeve RKSP28BG

Long Sleeve RKSP18BG

Unisex fit looks good on both men and women. If you want to set yourself apart, try this shirt. A race themed shirt with all of the benefits of a work shirts durability.

Fabric: 4.25 oz. Poplin 65/35 Polyester/Cotton
Sizing: XS - 5XL, Long ML - 3XLL
Color: Silver/black



Men's Solid Ripstop Shirt

Short Sleeve RKSX60CH

Long Sleeve RKSX50CH

A fantastic material, It has stretch properties, color retention, soil release and moisture wickability. This provides a very comfortable fit. Upscale style with the flaps over the pockets, a straight hem and side vents, so it can be worn outside of the pants.

Fabric: 4.25 oz. Stretch Poplin Ripstop, 65/35 Polyester/Cotton
Sizing: Sm - 3XL, Longs LGL-2XLL
Color: Charcoal, Black, Gray

Soft Shell Jacket SANJ324

One of our most popular jackets, 100% polyester woven shell bonded to a water-resistant film insert and a 100% polyester microfleece lining. Full-length interior storm flap with chin guard. Zippered chest pocket and front pockets with welding details. Open hem with drawcord and toggles for adjustability.

Fabric: 10.5 oz Soft-shell, 92% Polyester/ 8% Spandex
Sizing: XS - 4XL
Color: Black, Smoke Gray, Charcoal



Logo Options on all Items



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PARTS
DEPARTMENT

Men's Striped Dress / Uniform Shirt

Short Sleeve RKSP24CR

Long Sleeve RKSP14CR

This uniform shirt has a nicer, dressier look than a normal work shirt. Great to use as a Parts Department or Porter garment. The striped material and great fabric gives this shirt a better image for your team.

Fabric: 4.25oz. Poplin, 65/35 Polyester/Cotton

Sizing: S – 4XL, Long LGL-XXLL

Color: Charcoal with Lt.Gray & Red stripe



Men's Solid Color Dress / Uniform Shirt

Short Sleeve RKSP80

Long Sleeve RKSP90

Men's poplin casual dress shirt with superior color retention, soil release, durable press and wickability. Button down collar and wood tone buttons, and a long tail, give this shirt a clean, comfortable professional look

Fabric: 4.25 oz. Poplin 65/35 Polyester/Cotton

Sizing: Sm – 5XL, Long LGL-3XLL

Color: Red, Silver Grey, Black, White

Women's Casual Poplin Dress Shirt

Short Sleeve RKSP81

Long Sleeve RKSP91

Women's poplin casual short sleeve dress shirt with superior color retention, soil release, durable press and wickability. Button down collar and wood tone buttons provides a clean professional look and feel.

Fabric: 4.25 oz. Poplin, 65/35 Polyester/Cotton

Sizing: 4 – 24

Color: Red, Black, White



Flex Series Pro Polo Shirt

Men's Polo RKSK90

Women's Polo RKSK91

Performance Knit offering superior wicking fabric for cool comfort, Snag and wrinkle resistant, color matching buttons, Banded collar, straight hem with side vents. Full mesh underarm gusset added coolness and mobility.

Blend: 5.3 oz. Performance Knit;
100% Polyester

Sizing: Sm-6XL

Color: Black, Grey, Red, White



Men's Cell Phone Pocket Pant RKPT2CCH

A great work style garment which is durable as well as comfortable to wear. Slack style front pocket and inset back pockets give it a corporate casual look.

Fabric: 7.5 oz. Twill. 65/35 Polyester / Combed Cotton Soft Hand Twill

Sizing: 28 - 50

Color: Charcoal, Black

Logo Options on all Items

Women's DuraKap® Industrial Pant RKPT21CH

Soft hand twill fabric. Jean-style waistband and darts over hip pockets for better fit. An excellent pant for the ladies working in the Parts Department, Service, Office and even Sales.

Fabric: 7.5 oz. Twill. 65/35 Polyester / Combed Cotton...

Pocket: Two slack style front pockets, two set-in hip pockets, left has button closure

Sizing: 0 - 24

Color: Charcoal, Black



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PARTS
DEPARTMENT



No-Scratch Leather Belt AAB503BK

Don't take the chance of scratching that paint job. Simply wear this belt that has a Leather Sheath covering the buckle to protect any surface you're working against.

Fabric: Leather

Sizing: 30 - 58

Color: Black

Executive Pinpoint Oxford Dress Shirt SANRH240

For the person that wants the best and deserves the best. Pinpoint Oxford is the premier fabric for the nicest shirts made. Excellent price for such a fantastic shirt.

Blend: 100% Non-Iron Cotton, 2 ply 80-doubles yarn

Sizing: XS - 4XL

Color: White, Charcoal Grey



DRESS
SHIRTS



Women's Executive Pinpoint Oxford Dress Shirt SANRH250

A ladies feminine cut. Executive Pinpoint Oxford Dress Shirt, for the person that wants the best and deserves the best. Pinpoint Oxford is the premier fabric for the nicest shirts made. Excellent price for such a fantastic shirt

Blend: 100% Non-Iron Cotton, 2 ply 80-doubles yarn

Sizing: XS - 4XL

Color: White, Charcoal Grey

Van Heusen Dress Shirt

Men's Long Sleeve PVH13V0143

Women's Long Sleeve PVH13V0144

Pinpoint Oxford Dress shirt, Very nice wrinkle resistant fabric that gives a clean executive appearance all day long, at an affordable price.

Fabric: 4oz. 100% Cotton

Sizing: Sm - 3XL

Color: White, French Grey



PURCHASE
OPTIONS



Image Apparel Program

DRESS SHIRTS

Logo Options on all Items

Men's Easy-Blend Twill Button-up Long Sleeve Shirt ALPM500

A No-nonsense option with a natural fit with superb wrinkle-resistant and easy care style. A classic professional look.

Fabric: Cotton / Poly Twill with stain-release

Sizing: Sm – 6XL

Colors: Black, Red, Dark Grey, White



Ladies' Easy-Blend Twill Button-up Long Sleeve Shirt ALPM500W

A No-nonsense option with a nice womens cut with superb wrinkle-resistant and easy care style. A classic clean professional look.

Fabric: Cotton / Poly Twill 55% Cotton, 45% Polyester

Sizing: S – 3XL

Colors: Black, White, Red

Ash City Fine Twill Shirt

Men's Short Sleeve ALP88194

Men's Long Sleeve ALP88193

A versatile button-down corporate casual garment. UV protection and chest pocket make it perfect for work.

Fabric: 4.4oz. 55% cotton/45% polyester twill, UV protection

Color: Black, Red, White, Carbon

Women's Short Sleeve ALP78194

Women's Long Sleeve ALP78193

Comfort and durability define this great looking Corp. Casual Ladies shirt. With a button-down collar and UV protection this is a wonderful top for work or play

Fabric: Cotton / Poly Twill

Sizing: S – 5XL Women's XS – 3XL



POLOS



Nike Golf Men's Dri-FIT Micro Pique Polo SAN363807

The Best in Executive Quality Polos. When you want to look and feel your best! Engineered with Dri-FIT fabric. This comfortable micro pique polo has an exceptionally soft hand. The design features a flat knit collar, three-button placket, open hem sleeves. The contrast Swoosh design trademark is embroidered on the left sleeve.

Fabric: Dri-FIT Micro Pique, 100% Polyester

Sizing: XS – 4XL

Color: Black, Varsity Red, White, Anthracite (Charcoal)

Nike Golf Ladies' Dri-FIT Micro Pique Polo SAN354067

Stay cool when things heat up. This polo is engineered with Dri-FIT fabric which provides moisture management technology. This comfortable micro pique polo has an exceptionally soft hand and tailored for a feminine fit. The design features a Johnny collar and open hem sleeves. The contrast Swoosh design trademark is embroidered on the left sleeve.

Fabric: Dri-FIT Micro Pique, 100% Polyester

Sizing: XS – 2XL

Color: Black, Varsity Red, White, Anthracite (Charcoal)





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POLOS



Men's Dri-Mesh® Polo by Sport-Tek® SANK469

Our double poly mesh construction wicks moisture better than cotton for more comfort and style. This is an inexpensive way to have the benefits of Dri-mesh with a clean, professional look, for the Parts Department, Porters, Service Advisors and the Office Staff.

Fabric: Dri-Mesh fabric 3.5-ounce, 100% Polyester Double Mesh

Sizing: XS – 4XL

Color: Black, Red, White, Steel

Ladies' Dri-Mesh® V-Neck Polo by Sport-Tek® SANL469

This is a very nice, inexpensive, Dri-Mesh blend polo made for comfort and color retention. This polo provides a clean professional feminine look.

Fabric: Dri-Mesh fabric 3.5-ounce, 100% Polyester Double Mesh

Sizing: XS – 4XL

Color: Black, Red, White, Steel



Devon & Jones Men's Pima Piqué Polo ALPD100

One of the nicest cotton polos you can own. The comfort of luxurious Pima cotton and the high-end style suited for anyone at the Dealership.

Fabric: 100% Peruvian Pima cotton, 6.8 oz

Sizing: S – 6XL

Color: Black, Red, White, Grey Heather, Graphite, Silver

Devon & Jones Ladies' Pima Piqué Y-Collar Polo ALPD100W

That elegant feminine style with the comfort of luxurious Pima cotton. Peruvian Pima cotton is soft, smooth and classy.

Fabric: 100% Peruvian Pima cotton, 6.8 oz.

Sizing: S – 3XL

Color: Black, Red, White, Grey Heather, Graphite, Silver



Men's Cabana Breeze Camp Shirt ALP8980

Ladies' Cabana Breeze Camp Shirt ALP8981

For the hot months try this light, relaxing shirt tailored with a squared bottom hem to wear out, with finished side vents for that finished professional look. Perfect for Service Advisors, Sales, and Management.

Fabric: Microfiber 5.5 oz. Rayon/Polyester

Sizing: Men: S – 4XL Ladies: XS-3XL

Color: Black, White, Brick Ladies: Black, Brick

CAMP
SHIRTS

Logo Options on all Items



Image
Apparel
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PANTS

Men's Chino Pants EDW2578

Casual flat front chino blend pant has a hidden stretch waistband. Perfect for the Front Office or the Parts and Service Departments. Comfortable moisture wicking fabric that is soil and wrinkle resistant.

Fabric: Casual chino in Poly/Cotton blend

Sizing: 28 – 52

Color: Black



Ladies' Chino Pants EDW8576

Easy-fit flat front chino pant has hidden stretch waistband. Perfect for workwear or the office. Corporate casual look. Comfortable moisture wicking fabric that is soil and wrinkle resistant.

Fabric: Casual Chino in Poly/Cotton blend

Sizing: Misses' 0-18, Women's 18W-28W

Color: Black



Men's Flat Front Dress Pant EDW2750

In a lightweight wool blend. Perfect for Service advisors, Sales & Parts image apparel programs. Comfortable yet with the Corporate look. A wool blend that is home washable.

Fabric: Lightweight 75% Polyester/25% Wool; 9.5 oz.

Sizing: 28 - 52



Ladies' Poly/wool Dress Pant EDW8759

In a lightweight wool blend. Elegant drape and classy look, make these perfect for Service Advisors, Sales and Parts Image Apparel Programs. A wool blend that is home washable.

Fabric: Lightweight 75% Polyester/25% Wool; 9.5 oz.

Sizing: Misses' 0-18, Women's 18W-28W

Color: Black

Devon & Jones Soft Shell Jacket ALPD997

Modern look garment for those cool days where a full jacket is just too much. Comfortable light weight bonded fleece. Wind and water-resistant

Fabric: 9.5oz. polyester/spandex microfleece

Sizing: S – 4XL

Colors: Black/charcoal, Gray/Charcoal, Red/Charcoal



Ladies' Devon & Jones Soft Shell Jacket ALPD997

Modern feminine looking garment for those cool days where a full jacket is just too much. Comfortable light weight bonded fleece. Wind and water-resistant

Fabric: 9.5oz. polyester/spandex microfleece

Sizing: XS – 2XL

Colors: Black/charcoal, Gray/Charcoal, Red/Charcoal



OUTERWEAR

“North End” Men’s Insulated Jacket ALP88137

This jacket has wind and water resistance, stand up collar, full zip front, Napoleon chest pocket, front pockets w/zipper closure, adjustable drawstring bottom. Zip off adjustable thermal hood. Perfect for cold weather down to -5 F. Professional look with full function warmth and protection.

Fabric: SHELL: 100% Nylon Ripstop outer shell
Sizing: S – 5XL
Color: Black



Logo Options on all Items



Image
Apparel
Program



“North End” Men’s 3-in-1 Two-Tone Parka ALP88006

Designed for the colder climates. This Parka is rated down to 30°F to -9°F, or unzip the inner jacket to make the outside jacket a warm wind jacket for one, or a warm fleece jacket as the other. 3 jackets in one. This has a concealed zip-off Hood and reflective piping for safety.

Fabric: SHELL: 100% nylon taslan, 3.5 oz.
Sizing: XS – 5XL
Color: Black/Charcoal, Molten Red/Black



Devon & Jones Men’s V-Neck Sweater ALPD475

Soft and comfortable 100% airspun cotton, lighter weight for easy drape. Holds shape and resists wrinkles, stretches for comfort and dries quickly.

Fabric: 100% Airspun Cotton, 12 gauge, 8oz.
Sizing: S – 4XL
Color: Black, Grey Heather, Red



Devon & Jones Ladies’ V-Neck Sweater ALPD475W

Luxurious 100% airspun cotton, Lighter weight for easy drape, Holds shape and resists wrinkles, stretches for comfort and dries quickly

Fabric: 100% airspun cotton, 12 gauge, 8oz.
Sizing: S – 2XL
Color: Black, Grey Heather, Red



1/4-Zip Wind Shirt by Sport-Tek® Unisex SANJST60

A lightweight top layer, this water-repellent jacket takes on unpredictable weather with athletic colorblocking, superb functionality and exceptional breathability.

Fabric: 100% Polyester shell
Sizing: XS – 6XL
Color: Black/Red, Red/White, Black/White, Charcoal/Black



V-Neck Raglan Wind Shirt by Sport-Tek® Unisex SANJST62

Cool, windy days are no match for this soft, water-repellent wind shirt. With accent colors on the collar and at the gussets, it boasts simple lines and a true team-oriented style.

Fabric: 100% Polyester
Sizing: XS – 5XL
Color: Black/Graphite, Black/Red, Black/White, Graphite Grey /White, Red/White

Full-Zip Hooded Sweatshirt SANF283

By Hanes® Ultimate Cotton®. Stay warm and in style with this full zip hoodie. Hanes® quality in this medium weight sweatshirt. Add your Kia or Dealership logo to be part of the team

Fabric: 100% Cotton face, PrintPro® XP fabric
Sizing: S – 3XL
Color: Black, White, Deep Red, Steel, Charcoal Heather



OUTERWEAR



Image Apparel Program

OUTERWEAR

Logo Options on all Items

Spyder Men's Puffer Jacket ALP187333

"Spyder" brand fashion puffer jacket adds style and warmth to your day. Light weight but warm. Zippered handwarmer pockets. Just a cool looking jacket

Fabric: 100% Poly Nail Head weave with synthetic down insulation

Sizing: S – 3XL

Colors: Black/Red, PolarGray/Black



Ladies' "Spyder" Puffer Jacket ALP187336

Simple, well-constructed and flattering, the Timeless Down Jacket offers the perfect amount of warmth for any seasonal chill. Princess seams for feminine silhouette, with chevron stitched baffles and contrasting pops of color elevate the look of this essential down layer.

Fabric: 100% poly nail head weave with synthetic down insulation

Sizing: XS – 2XL

Colors: Black/Red, Polar Grey/Black

Racing Design - Pro Style Cap OTO19701

In brushed cotton twill. Low profile. Low-fitting. Firm front panel, a very contemporary, sharp look. Embroidered with the accent cap color. Modern fit, velcro closure.

Fabric: 100% Cotton

Sizing: One Size

Color: Black/Red/White
Black/Grey/White
Red/White/Ryl



Low Profile Pro Style Caps OTO19536

Cotton twill firm front panel. Low-fitting. Two-tone colors for a cool comfortable style. Embroidered with the accent cap color. Modern fit, velcro closure.

Fabric: 100% Cotton

Sizing: One Size

Color: Black/Red
Black/Grey
Black/White
Black/Charcoal



OGIO BreakawayDuffel SAN411095

Break away from the ordinary with this durable, roomy duffel that's perfect for the gym or travel. Large main compartment with U-shaped opening. Detachable, adjustable shoulder strap

Fabric: 600 Denier Polyester with Polyester dobby contrast

Sizing: 18"w x 10"h x 11"d

Color: Black/Red, Black/Black, Gray/Black



Computer / Messenger Bag SAN BG306

This contemporary messenger has a quick-access, secondary back entry for your laptop and tablet. Padded suspensions areas help keep valuable electronics safe.

Fabric: 1,680 Denier Ballistic Polyester, 600 Denier Polyester

Sizing: 9.25"h x 15.25"w x 1.5"d; fits most 15" laptops
12.25"h x 16.5"w x 4.5"d

Color: Black, Chili Red, Deep Smoke Grey



Fleece PicnicBlanket with Carrying Strap ALPM999

This soft fleece blanket is perfect for taking the chill off. It comes with a web strap with ample room for the optional logo. Fully hemmed.

Fabric: 12.7oz. 100% Poly Fleece

Sizing: 50" x 60"

Color: Red, Black, Charcoal

CAPS & ACCESSORIES

Ballpoint Pens/Stylus LOG BV0520

This twist-action ballpoint features an hourglass-shaped barrel with colored rubberized grip, metal clip, chrome trims and capacitive stylus that works with touch screen devices.

Logo Size: 1.25" w x .25" h

Colors: Red/Silver, Black/Silver, Black/Black



Hand Sanitizer LOGVL2002

One ounce (30mL) hand sanitizer bottle has a colorful silicone bottle holder and easy to attach beaded silicone strap. Gel has a slight citrus scent, is 62% alcohol and FDA approved.

Sizing: 1 3/8" W x 7 1/2" H x 7/8" D

Colors: Black, Red, White

20oz. Coffee Tumbler LOGK8403

Our Misty 20 oz. double wall stainless steel tumbler will keep your coffee hot for 6 hours and your water cold for 24 hours. Its vacuum sealed to prevent sweating and includes a translucent screw top lid with a spill-proof closure. Whether you're going on a long walk in the mountains or running to the gym, this is the perfect tumbler to take your drink to-go. It fits in most car cup holders and is BPA free and FDA compliant.

Colors: White, Black, Gunmetal



Daytona Titan 24oz. Water Bottle LOGKW2719

Tritan material and has a twist-off lid with color silicone band, translucent color flip up sipper, color straw and integrated carry handle lid. Polybagged

Colors: Smoke, Red, Lime, Blue

Sizing: 9.75" h x 3.25" w x 3.25" d

Logo 2.5" w x 2.5" h

Embroidery & Silk-Screen

Embroidery of Kia logo on any item or garment 3.00 to 3.50

Embroidery of Dealership logo on any item or garment Quote

Silk-Screen of artwork on any garment (12 pc. min.) Quote

(on silk-screen, price determined by number of colors and screen charges apply)



Image
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ACCESSORIES

EMBROIDERY
SILK-SCREEN



This new Kia Appearance Program is truly unique. A custom technician shirt combined with hand picked garments from a variety of Manufacturers deliver function, comfort and Kia style. The Guide and instructions below are here for your convenience, to help you choose the proper fit for your comfort. The sizes listed are for reference only. Just like garments you purchase from the department stores, each brand does fit a little differently than the other. Please take care when selecting your size. If any help is needed in your selection, feel free to contact us at any time.

IAB wishes to thank you in advance for your purchase and hope we can help you for many years to come.

Men's Shirt / Polos / Outerwear Sizing Chart										
	XS	SM	Med	Lg	XL	XXL	3XL	4XL	5XL	6XL
Neck	13.5 - 14.5	14.5 - 15.5	15.5 - 16.5	16.5 - 17.5	17.5 - 18.5	18.5 - 19.5	19.5 - 20.5	20.5 - 21.5	21.5 - 22.5	22.5 - 23.5
Chest	32.5 - 35	35.5 - 39	39.5 - 42	42.5 - 46	46.5 - 49	49.5 - 52	52.5 - 56	56.5 - 60	60.5 - 64	64.5 - 68
Sleeve Reg	32 - 33	32 - 33	32 - 33	34 - 35.5	36 - 36.5	37 - 37.5	38 - 38.5	38.5 - 39	39.5 - 40	40.5 - 41
Waist	36 - 30	30 - 32	32 - 35	35 - 38	38 - 41	41 - 44	44 - 47	47 - 50	50 - 53	53 - 55
Sleeve Tall	For TALL cut; Add 1" to Sleeve length									
Length Tall	For TALL cut; Add 2" to Body length									

Ladies Shirt / Polos / Outerwear Sizing Chart								
Tops	XS	SM	Med	Lg	XL	XXL	3XL	4XL
Ladies Sizes	2/4	6/8	10/12	14/16	18/20	22/24	26/28	30/32
Chest	31 - 33	33 - 36	36 - 38	38 - 42	42 - 45	45 - 49	49 - 53	53 - 56
Sleeve Reg	30 - 32.5	30.5 - 31	31.5 - 32	32.5 - 33	33.5 - 34	34.5 - 35	35 - 35.5	35.5 - 36

Ladies Pants										
Pants EDW	2/4	6/8	10/12	14/16	18	18W	20W	22W	24W	26W
Waist	25 - 27	27 - 28	28 - 31	32 - 34	36 1/2	41	43	45	47	49
Pants RK	2/4	6/8	10/12	14/16	18/20	22/24	26/28	30/32		
Waist	25 - 27	27 - 28	28 - 31	32 - 34	35 - 38	39 - 42	43 - 46	47 - 50		

Advice on How to Measure

NECK

Measure around the base of the neck where a collared shirt would fit, or measure a collar band of a shirt that fits you well.

SLEEVE

Bend the elbow slightly. Start at the center back (spine) of the neck and measure across the shoulder to the elbow and down to the wrist.

CHEST/BUST

Measure the fullest part of your chest/bust. Hold the tape firmly, but not tightly. Be sure the tape is level and straight across your back. Stand normally.

WAIST

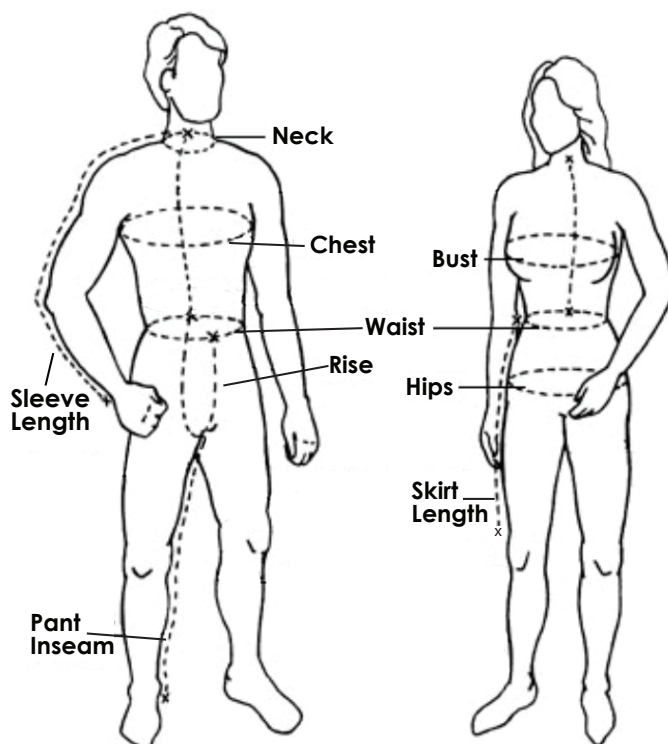
First, remove your belt. Then, measure over shirt (not over pants) at the position you normally wear your pants. Hold the tape firmly but not tight.

INSEAM

Standing straight, measure the distance from the crotch to just below the ankle bone. OR, using similar style pants that fit you well: lay garment flat with front and back creases and smooth. Measure along the inseam of one leg from the crotch to the bottom hem.

TALL SIZES

Normally, Sleeves are 1" longer and body lengths are 2" longer.





This Kia Apparel Program is designed to provide Kia dealership team members with a professional appearance that highlights and promotes the Kia brand on a nationwide scale. Kia dealerships that desire to add a dealership logo to the Kia Technician uniform must adhere to the program guidelines outlined below. Upon request, Image Apparel for Business (IAB) can add your dealership's name to the Kia brand logo, or place the Kia logo on the garment and display your dealership's name/identity in another placement. There are no set-up charges to create your identity for embroidery. IAB will keep your information on file and add the selection to the web-store for future purchases. The cost of a custom embroidered logo is determined by the size and number of stitches. **All requests for dealership logos are subject to approval by Kia Motors America, Inc.

Below are examples of approved logo placement and spacing requirements

Dealership Name Logos for Embroidery

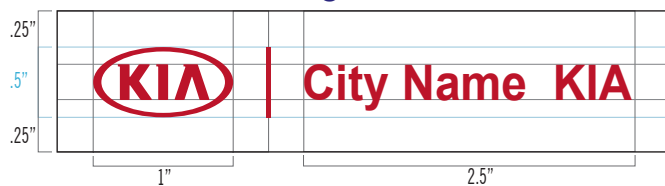
Stack Logo



Name Line Logo



Optional Line Logo



Name 2 Line Logo



Basic Kia Logo



The RED Logo
may go on
white or black,
background



The WHITE Logo
may go on any
solid color
background



The BLACK Logo
may go on white,
tan & gray
backgrounds

The following steps must be completed to submit a custom dealership logo for approval:

1. Submit your desired dealership logo in full color with correct proportions to: bret.kia@iabuniforms.com.
2. The approval will be emailed back to you in the form of an embroidery print out.

For more questions regarding your apparel purchase, please contact IAB at 800-445-2929 PST

Logo Options on all Items



Image Apparel Program

To place an order
or see the full line of
apparel & accessories
visit

KDealer.com

for additional help
contact:

Bret Blackburn

bret.kia@iabuniforms.com

714-746-9700

This catalog features a limited selection of the KMA Approved Dealer Apparel Program. The sampling includes IL (industrial laundry) rated garments for rental programs together with apparel to purchase and home laundry. Up-charges apply to garments outside the size range prices, in the catalog. Pricing does not include logos. To view the complete apparel line, IAB terms, Return Policy, and our Customer Guarantee, visit the Kia Apparel Web Site at KDealer.com



Image Apparel for Business

Embroidery/Silk-Screening/Emblems

Embroidery and silk-screening is completed in-house. There is never an artwork or digitizing charge for embroidery. Custom dealership logo's will be priced and quoted as requested, then added to the selection on the Kia apparel web site for future orders.

Silk-Screen projects may incur artwork, screen and/or film changes. There is a 12 piece minimum on all silk-screen orders.

All styles of emblems are available and can be priced and quoted as requested.

Terms and Conditions

Net 30 day Terms are available for a dealership, OAC. IAB Credit Applications must be processed and approved prior to placing an order on account. The Kia apparel web site will process credit card transactions and purchase orders for dealerships with approved credit terms.

Customer Commitment

Orders are shipped in ten (10) business days. Back orders will be reported within 24 hours. All orders are shipped UPS ground. Special Rush Orders can be accommodated without fees and are accepted on an individual basis. Call to ensure IAB production capacity can accommodate any request. Expedited shipping is available at the customer's expense.

All IAB errors will be corrected at no charge (including freight). All returns require an IAB Return Authorization in advance. Embroidered, Silk-Screened and sewn garments cannot be returned. The customer is responsible for all freight charges when returns and exchanges are at their request.

Rental/Laundry Services

Image Apparel for Business exclusively offers the complete line (Industrial Laundered & Home Laundered) of KMA approved dealership apparel for purchase only. The partnership with VF Imagewear (Red Kap) provides all Kia Dealerships a Kia Image Apparel rental program option. VF leads the field in manufactured OEM apparel for industrial laundries. VF has developed and manufactured the Kia Technicians uniform and supporting departments garments to the strictest IL standards purposely for rental. VF's existing relationships with industrial laundries opens access and availability of Kia branded, IL friendly merchandise nationwide. Contact your local laundry today to express your interest in this new program.

IAB does not provide laundry services but our heritage is in the laundry business. Need a third party consultation to discuss changing your rental program with your existing agreement? Contact us at info.kia@iabuniforms.com. We will be happy to share our experience and provide an additional point of view.

Garment Care & Washing

All Kia Image Apparel is home laundry safe. Care labels are sewn into the collar or side seam of each garment. These instructions will provide the best wear and appearance of your new Kia Image Apparel.