

## Pro\_cee'd GT catches judges' attention as a natural Selection

Written by Jason (Neutral)  
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Kia's stunning pro\_cee'd GT has caught the eye of the jury to be awarded an Australian Good Design Selection accolade.

The decision by the jury means the pro\_cee'd GT is now eligible for a prestigious Good Design Award when the final winners are announced at a gala affair in Sydney later this month.

The jury members were taken by the pro\_cee'd GT's sharp styling \_ "the designers have found an elegant balance between beauty and aggression in the overall styling, the end result is a car that looks fast even when standing still" \_ its functionality \_ "this car easily lives up to the GT nameplate, performance and handling is spot on for a car of this size and market positioning" \_ and its quality \_ "fit, finish and materials (both interior and exterior) exceed expectations".

The Good Design Awards is Australia's longest standing national design award and promotion program, and one of the few forums for professional Industrial Designers and manufacturers to showcase their design expertise to national and international audiences.

As a result of more than 50 years of design benchmarking, the program has focused on progressively raising the standard of design and innovation in Australia.

Today, the Good Design Awards are highly regarded by business, industry, academia and government for their important role in setting a benchmark for the design profession and for driving competitiveness in Australian business. Internationally, the program is respected for its rigorous design assessment process and for focusing the world's attention on Australia's high

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The 1.6-litre turbo, 150kW, 265Nm pro\_cee'd GT is built in Kia's Zilina factory in Slovakia. It is available in Australia from \$29,990 rrp.

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