

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA INTRODUCES ALL-NEW BORREGO SUV**

*Newest Addition to Kia Line-up Makes its Debut at North American International Auto Show*

**DETROIT (January 13, 2008)** – On the heels of record 2007 sales, Kia Motors America (KMA) today announced the world debut of the all-new Borrego midsize SUV at the 2008 North American International Auto Show (NAIAS) in Detroit, further bolstering its product offerings in the United States. Inspired by Kia’s “less is more” design philosophy, Borrego was intended to convey a pure and functional look. It joins Kia’s versatile and stylish line of cars and SUVs for those who enjoy active and energetic lifestyles. Set to go on sale this summer as a 2009 model, Borrego houses Kia’s first-ever V8 engine, making it the most powerful Kia vehicle to date.

“Kia is proud to deliver a stylish and amenity-filled SUV to consumers who are passionate about what they drive,” said Len Hunt, president and CEO of KMA. “We strive to make quality vehicles at affordable prices and the Borrego offers distinctive styling, while meeting the needs of families and those who want to infuse life into their driving experience.”

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### **Aggressive Yet Attractive Packaging**

Based on styling cues from the Mesa concept vehicle shown in Detroit in 2005, Borrego's body-on-frame construction and muscular exterior sit on a fully independent front and rear suspension matched with coil-over springs, which provide an optimal riding experience, on- or off-road. Flared back headlamps, an upright grille and chiseled hood project a strong presence, while optional 18-inch alloy wheels offer increased off-road capabilities.

Built on a platform with a wheelbase of 114.0 inches, an overall length of 192.1 inches and overall width of 75.4 inches, Borrego offers a roomy interior with standard three rows of seating for up to seven passengers.

### **Spacious, State-of-the-Art Interior**

Inside, Borrego features an in-dash, six-disc CD changer powered by a 600-watt Infinity® audio system to entertain its seven passengers. Complementing the powerful audio system, Borrego comes standard with USB/iPod capabilities and is the first Kia vehicle to be SIRIUS Satellite Radio enabled with three months of complimentary service. The new midsize SUV also offers power-adjustable pedals and Kia's first DVD navigation system as options, as well as a back-up warning system with a rear camera display.

Depending on passenger or driver needs, Borrego comes with a sliding second row for easy ingress and egress to the third row, as well as fold-flat second and third row seats to optimize cargo space.

### **Unparalleled Power**

As Kia's most powerful vehicle, Borrego is offered with a 3.8-liter V6 as well as Kia's first 4.6-liter V8 DOHC engine, the latter producing more than 300-horsepower. Also unique to Borrego and new to Kia is the six-speed automatic transmission mated to the V8 engine. Offered in two- and four-wheel drive, with class-leading towing of 7,500 pounds when partnered to the V8, 5,000 pounds with the V6, the midsize SUV offers unmatched capabilities for a weekend of camping and off-roading, just as much as a sophisticated night on the town.

### **Standard Kia Safety**

Borrego continues to offer the same unprecedented level of standard safety equipment as all Kia vehicles, with features such as advanced two-stage airbags, full-length side curtain airbags for all three rows, four-wheel disc brakes with an antilock brake system (ABS), electronic brake distribution (EBD), brake assist system (BAS), electronic stability control (ESC) and traction control (TCS), and a tire pressure monitoring system (TPMS). Borrego also offers downhill assist control (DAC), which keeps the vehicle moving straight and steady down steep grades and helps to keep the wheels from locking, as well as hill assist control (HAC), which helps the driver move up steep inclines without fishtailing or allows the vehicle to stop uphill without sliding backward. Both functions are new to Kia.

**Industry-Leading Warranty**

Like all Kia models, Borrego is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year or 100,000-mile limited powertrain warranty, a five-year or 60,000-mile limited basic warranty, and a five-year or 100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan is also part of the comprehensive coverage program.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 640 dealers throughout the United States. In 2009, KMA's first U.S. plant in West Point, Ga. will begin production. For more information visit [www.kiamedia.com](http://www.kiamedia.com).

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