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**KIA CONSUMER WEB SITE RANKS HIGHEST IN USEFULNESS  
ACCORDING TO J.D. POWER AND ASSOCIATES STUDY**

***Kia.com Honored for Fourth Time***

**IRVINE, Calif., June 30, 2008** – Kia Motors America’s consumer Web site, [www.kia.com](http://www.kia.com), was recognized as the highest ranked automobile manufacturer Web site in the J.D. Power and Associates 2008 Manufacturer Web Site Evaluation Study<sup>SM</sup> – Wave 2 (MWES) released today. Kia Motors ranked highest overall among manufacturer Web sites in terms of usability, comprising speed, navigation, appearance and information/content.

The top ranking marks the fourth time Kia has had the highest ranked Web site in the MWES. All four award-recognized sites were prepared by Animated Designs, LLC., Kia's interactive agency based in Westlake Village, Calif.

“Kia.com is critical to our marketing strategy,” said Tim Chaney, director, marketing, Kia Motors America. “We strive to provide consumers with a Web site that values their time and allows them to quickly and efficiently find all the up-to-date information they need to assist with their car-buying decision.”

Acknowledged for being one of the most credible and recognized studies ranking manufacturer web sites, the MWES surveyed 11,434 new-vehicle shoppers who intend to purchase a new vehicle within the next 24 months.

**About Kia Motors America**

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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