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**KIA MOTORS AMERICA ANNOUNCES BEST JUNE AND BEST QUARTER EVER**

**IRVINE, Calif., July 1, 2008** – Kia Motors America (KMA) today announced its best June ever with record sales of 28,292 units, an increase of 7.6 percent over the same period last year, and year-to-date sales of 157,619 units, an increase of 2.1 percent over the same period last year. For the just completed quarter, the company reported sales of 89,405 units.

Kia's June record sales were led by Spectra and Optima, with 7,131 and 6,865 units sold respectively. Small car Rio and family vacation favorite Sedona also had strong sales with 3,337 units and 3,719 units respectively, both increases over the same period last year.

"As the economy continues to fluctuate, consumers are turning to vehicles that are known for value and quality," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Thanks to a strong marketing plan and the hard work of the Kia dealer network, Kia continues to have success during this difficult economic time."

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).

**Kia June 2008 Sales**

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| <u>Model</u> | <u>MONTH OF JUNE</u> |             | <u>YEAR-TO-DATE</u> |             |
|--------------|----------------------|-------------|---------------------|-------------|
|              | <b>2008</b>          | <b>2007</b> | <b>2008</b>         | <b>2007</b> |
| Rio          | 3,337                | 3,173       | 20,961              | 16,240      |
| Spectra      | 7,131                | 6,946       | 42,957              | 37,154      |
| Optima       | 6,865                | 3,106       | 28,808              | 20,781      |
| Amanti       | 1,117                | 326         | 2,090               | 4,340       |
| Sportage     | 2,001                | 4,069       | 19,252              | 24,157      |
| Sorento      | 1,950                | 2,466       | 11,257              | 18,539      |
| Sedona       | 3,719                | 2,063       | 16,320              | 23,185      |
| Rondo        | 2,172                | 4,139       | 15,974              | 9,996       |
| Total        | 28,292               | 26,288      | 157,619             | 154,392     |

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