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2009 ALL-NEW KIA BORREGO

Newest Addition Brings Strength, Luxury and Sophistication to Ever-Expanding Kia Line-Up

- New midsize SUV presents a bevy of features to the Kia line-up
- Available V8 engine and six-speed automatic transmission – firsts for Kia

CLE ELUM, Wash., July 15, 2008 – Having made its global debut earlier this year at the North American International Auto Show in Detroit, Kia Motors America (KMA) today officially launched the 2009 Borrego midsize SUV. Borrego is one of the first production offerings based off of the new design direction Kia continues to unveil through concept vehicles including the Kue, KND-4, Kee and KOUP. Given a straightforward and clean look, Borrego is intended for those who enjoy an active yet uncomplicated lifestyle.

Outstanding Performance and Capabilities

Borrego is offered with a DOHC, all-aluminum 3.8-liter V6 as well as Kia's first-ever DOHC 4.6-liter V8 engine, also all-aluminum; both engines are more powerful than any in Kia's line to date. While the V6 produces a competitive 276 horsepower at 6,000 rpm with 267 pound-feet of torque at 4,400 rpm, the all-new V8 generates a class-leading¹ 337 horsepower at 6,000 rpm with 323 pound-feet of torque at 3,500 rpm – more powerful than the Toyota 4Runner, Nissan Pathfinder, Honda Pilot, Ford Explorer, Chevrolet Trailblazer, Jeep Grand Cherokee and GMC Acadia. Borrego runs on regular unleaded fuel compared to the Pathfinder, which requires premium unleaded. Both engines also are available in either two-wheel drive (2WD) or four-wheel drive (4WD).

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¹ Compared to '08 midsize SUVs

With class-leading towing of 7,500 pounds when partnered to the V8, and 5,000 pounds with the V6, the new midsize SUV offers unmatched capabilities for a weekend of camping or outdoor lifestyle activities. Borrego models with 4WD feature the second generation full-time Torque-on-Demand[®] system from BorgWarner, which uses electronic sensors to monitor road conditions and distribute power to the appropriate wheels. Improvements have been made to deliver a fast response and a quieter operation. The result is responsive, sure-footed performance in varying road conditions, all of which is practically seamless to driver and passengers.

Combining its impressive horsepower and torque with the unique-to-Borrego and new-to-Kia six-speed automatic transmission mated to the V8 engine, the midsize SUV is able to achieve best-in-class² fuel economy for an engine of its kind with an EPA rating of 15/22 city/highway for the V8 with 2WD and 15/20 city/highway for the 4WD – perfect for families on the go as well as for long road trips. When the V6 is under the hood, Borrego is able to achieve competitive fuel economy of 17/21 city/highway (2WD) and 16/21 city/highway (4WD).

Borrego's muscular exterior sits on a front double-wishbone and rear multi-link suspension matched with coil-over springs. The front suspension integrates shock absorbers and a stabilizer bar, while the rear incorporates a damper and stabilizer bar, providing an optimal riding experience, on- or off-road. Borrego is built on a hydro-formed frame structure that increases durability and rigidity. Improved fuel efficiency because of its lighter weight is a result of the hydraulic forming process as opposed to traditional welded press forming. Its body-on-frame construction and insulated rubber mounting provide improved reduction in noise, vibration, and harshness, and help absorb vibrations from the road surface and powertrain yielding a smooth, quiet ride for driver and passengers.

Powerful, Persuasive Exterior

Embodying a certain rugged refinement, Borrego's aggressive, wide stance evokes an image of stability and strength while flared back headlamps, an upright grille and chiseled hood project a strong presence. LED side view mirrors and chrome accents add to its polished look. Contemporary front and rear fascias suggest modern luxury while optional 18-inch alloy wheels offer increased off-road capabilities, allowing consumers to live an energetic life in style whether it's cruising around town or trekking through the mountains.

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² Borrego '09 EPA estimates compared to '08 EPA highway estimates for midsize SUVs with V8/2WD. (Actual mileage may vary)

Built on a platform with a wheelbase of 114.0 inches, an overall length of 192.3 inches and overall width of 75.4 inches, Borrego stands wider and longer than the Chevy Trailblazer, Jeep Grand Cherokee and Toyota 4Runner. Its wide stance allows for a roomy, comfortable interior with standard three rows of seating for up to seven adult passengers.

Luxurious and Functional Amenities

Available in LX and EX trims, Borrego's spacious cabin comes well equipped with a slew of standard convenience features, including: air conditioning; power door locks, windows and mirrors; keyless entry; cruise control and an AM/FM/CD/MP3 six-speaker audio system to keep its passengers entertained and comfortable. Complementing the audio system, Borrego comes standard with USB and auxiliary input jack and is the first Kia vehicle to offer SIRIUS Satellite Radio with three months of complimentary service for hours of uninterrupted amusement³.

Adding even more refinement and upgrades, the EX trim level includes an eight-way power adjustable driver's seat, four-way power adjustable front passenger's seat, floor mats, dual-zone automatic climate control, Homelink[®] with compass, steering wheel audio controls, trip computer, and a leather-wrapped steering wheel and shift knob. The new midsize SUV also offers Kia's first voice-activated navigation system, with a Rear Seat Entertainment Package that includes an eight-inch widescreen television (EX models) for passenger entertainment during long car rides or around-town adventures.

With the EX trim level, consumers also are optioned with the Luxury and Premium Packages. The Luxury Package includes: nicely appointed leather seats; heated front seats; power tilt and telescopic steering wheel; and memory settings for the driver's seat, outside mirrors and steering wheel. Progressing to the Premium Package includes everything in the Luxury Package in addition to a sunroof, a 10-speaker Infinity audio system, rear air conditioning with controls, running boards and a rear camera display for enhanced visual assistance.

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³ Customers must renew SIRIUS subscription after trial period if they wish to retain service.

In the fall, Borrego will offer the top-of-the-line, Limited trim level in addition to the LX and EX trims, which will come only in a black monotone exterior with black interior trim. Exclusive features to the Limited edition include push button start/smart key, Supervision™ meter cluster, power adjustable pedals, chrome accents on outside door handles and rear garnish, heated second row seats, Bluetooth®, Limited exterior badging and floor mats. Limited trim also includes the Luxury and Premium package content, less the running boards.

With Borrego's 156.8 cubic foot interior volume, it offers more room for its seven passengers than Explorer, Pathfinder, 4Runner, Grand Cherokee and the all-new Pilot. Depending on passenger or driver requirements, 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, which measures an impressive 12.4 cubic feet with all seats utilized, 97.6 cubic feet with all seats folded flat.

Exceptional Standard Safety

Borrego ups the ante in safety, offering the same high level of standard safety equipment as all Kia vehicles, including additional features exclusive to the midsize SUV. Standard equipment includes front advanced airbags, front seat mounted side airbags, full-length side-curtain airbags for all three rows and driver's knee airbag (V8 models only), four-wheel disc brakes with an antilock brake system (ABS) including Electronic Stability Control (ESC) and traction control system (TCS), electronic brake distribution (EBD), brake assist system (BAS) and a tire pressure monitoring system (TPMS). Borrego's technologies all work together to provide a technically sophisticated safety package for the driver and passengers.

Working with the standard ABS with ESC, EBD and TCS, the system can apply individual brakes selectively to control oversteer and understeer as needed to help the driver maintain control on slippery surfaces or during certain emergency maneuvers. Being able to control any or all of the brakes allows the ESC system to provide responsiveness, control and enhanced accident avoidance capabilities to help the driver, although ESC is not a substitute for safe driving procedures.

The TCS uses brake and engine torque intervention to enhance traction during launch and acceleration on road surfaces. If the ABS system detects wheel slip, it signals the engine control unit to adjust engine torque output accordingly. TCS also senses when one or more wheels spin faster than the vehicle's speed, and if this condition is present it applies the brakes to that wheel or wheels. Working together, the two systems limit wheel spin and help the driver maintain control.

A standard back-up warning system provides an audible warning using ultrasonic sensors to detect and help prevent hitting hard-to-see objects. Borrego also includes Hill Start Assist Control (HAC), which helps prevent the vehicle from rolling backward when trying to pull away from an uphill gradient, as well as Downhill Brake Control (DBC), which helps keep the vehicle moving straight and steady down steep grades. 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.

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 14th 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. For media information, including photography, visit www.kiamedia.com.