



Kia Motors America, Inc. | Alex Fedorak
111 Peters Canyon Road | 949.468.4813
Irvine, CA 92606 | Afedorak@kiausa.com
Kiamedia.com

ALL-NEW KIA BORREGO LATEST ENTRY IN MIDSIZE SUV SEGMENT

Kia's All-New Seven-Passenger SUV Personifies Refinement and Utility

- New midsize SUV offers fuel efficiency and premium power
- Luxury, comfort and convenience at a value that bests the competition

CLE ELUM, Wash., July 15, 2008 – Kia Motors America (KMA) continues to broaden its product line-up with the arrival of the all-new seven-passenger Borrego midsize SUV. Proving you don't have to sacrifice sophistication, convenience, quality or size for impressive value, Borrego enters the North American market offering unmatched power capabilities and luxury at an unbeatable price.

"Kia is proud to deliver a stylish and amenity-filled SUV to consumers who are passionate about what they drive," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "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 lifestyle into their driving experience."

Representing what a midsize SUV is capable of offering, Borrego is poised to become a powerful contender in its segment. While some competitor vehicles require premium unleaded gasoline, Borrego runs on regular unleaded and achieves class-leading¹ fuel economy of 15/22 city/highway for its V8 with two-wheel drive, and a respectable 15/20 city/highway for the four-wheel drive.

In addition to offering impressive fuel economy for a vehicle of its size, Borrego also houses Kia's most powerful engines to date, coming standard with a 3.8-liter V6 that generates 276 horsepower as well as offering the manufacturer's first-ever DOHC 4.6-liter V8 engine, with a best-in-class 337 horsepower. When mated to the V8, Borrego also is able to accomplish class-leading towing of 7,500 pounds – perfect for family vacations or weekends in the mountains.

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¹ Borrego '09 EPA estimates compared to '08 EPA highway estimates for midsize SUVs with V8 / 2WD. (Actual mileage may vary)

To keep all seven passengers entertained and comfortable during long road trips, Borrego's cavernous cabin comes standard with air conditioning, an AM/FM/CD/MP3 six-speaker audio system with USB and auxiliary input jack and is the first Kia vehicle to offer SIRIUS Satellite Radio with three months of complimentary service also as standard equipment². Measuring in at 156.8 cubic-feet, Kia's midsize SUV is able to provide physical comfort as well, offering more interior room than the Ford Explorer, Nissan Pathfinder, Toyota 4Runner, Jeep Grand Cherokee and the all-new Honda Pilot.

"Borrego is an exceptional choice for families or professionals with places to go and cargo to carry because of its appealing exterior, spacious interior volume and multitude of standard convenience features," said Tom Loveless, vice president of sales for KMA. "When combined with the luxury, refinement and safety components that all Kia vehicles offer, Borrego is set to be extremely competitive in the midsize SUV segment."

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.

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² Customers must renew SIRIUS subscription after trial period if they wish to retain service.