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KIA AMANTI TOPS STRATEGIC VISION SMARTGREENINDEXSM

Award-winning full-size sedan honored in new study

- Amanti spotlighted for quality, fuel efficiency and overall value
- Six Kia vehicles recognized as SmartGreenSM

IRVINE, Calif., September 29, 2008 – Kia Motors America (KMA) today announced the Kia Amanti topped the large car segment in the newest Strategic Vision automotive metric, the SmartGreenIndexSM (SGISM). The SGI reflects the relationships between perceived quality plus overall value and issues including fuel economy and environmental friendliness.

In addition to Amanti, according to the new SGI, Spectra compact, Rondo CUV, Sportage compact SUV, Sorento midsize SUV and Sedona minivan also scored highly in their respective segments. These placements further express consumers are taking note of Kia's efforts in providing stylish, comfortable and economically-friendly vehicles.

"Seeing Amanti at the top of the SmartGreenIndex is a testament to our continuing consumer satisfaction," said Michael Sprague, vice president of marketing, KMA. "We also are very proud of the other Kia vehicles recognized by Strategic Vision and consumers, further exemplifying Kia as a consumer-minded manufacturer committed to offering quality, fuel-efficient vehicles to smart, discerning customers."

Strategic Vision calculated the SGI from 44,320 buyer responses who purchased 2008 or 2009 models from September 2007 to March 2008. SmartGreen is based on actual customer experiences and is weighted according to those aspects which best predict customer advocacy, overall satisfaction, future brand choices and loyalty, which ultimately result in increased model and brand sales.

Already a recipient of a J.D. Power and Associates APEAL Award in 2005 and recently awarded a “Good” rating from the Insurance Institute for Highway Safety (IIHS) in side impact crash tests, Amanti offers outstanding safety features, luxury and overall convenience in the full-size sedan segment, coming standard with amenities including: eight airbags; leather, chrome and wood accents; and a 3.8-liter all-aluminum DOHC V6 engine which generates 264 horsepower and 260 pound-feet of torque.

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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