

NEWS



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KIA AMANTI WINS “MOST DELIGHTFUL VEHICLE” AWARD FROM STRATEGIC VISION

IRVINE, Calif., January 7, 2005 – Less than 18 months since its introduction in the U.S., the Kia Amanti was recognized earlier this week for its unique ability to delight customers when the San Diego based research firm Strategic Vision, Inc. (SVI) named the premium sedan the “Most Delightful Vehicle” in the mid-size car category. Formerly known as the “Total Delight” study, the newly named “Customer Delight Index Study™” provides a comprehensive look at the product attributes and benefits that explicitly create delightful responses from the primary drivers of vehicles.

“It is an honor to receive this award from Strategic Vision because it is a direct reflection of the positive experience Amanti owners are having with their new vehicle,” said Peter M. Butterfield, president and CEO, Kia Motors America (KMA). “The Amanti offers consumers high levels of value, quality and safety, and we are pleased that it continues to receive strong recognition from consumers.”

The results of Strategic Vision’s 2004 Customer Delight Index were calculated from the responses of 74,910 new vehicle 2004-model owners who made their purchases between October 2003 and March of 2004 and had owned their vehicles for at least 90 days before they were surveyed.

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“A Delight rating requires a more positive, complete response than simply ‘Excellent’ or ‘Completely Satisfied,’” states Dr. Darrel Edwards, Founder of Strategic Vision, Inc. “When you Delight your customer, you create stronger bonds of emotional commitment to the product, the brand and the manufacturer.”

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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