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2009 KIA AMANTI

Premium Upper Midsize Sedan Offers High Level of Luxury, Safety Features and Value

- Amanti underscores quality, luxury and overall value
- Exceptional standard safety features increase appeal

IRVINE, Calif., Nov. 17, 2008 – Recently awarded top position on the Strategic Vision SmartGreenIndexSM in the large car segment, the 2009 Amanti continues to provide luxury, style and performance in a value-minded package. A recipient of a “Good” rating from the Insurance Institute for Highway Safety (IIHS) in side impact crash tests, Amanti offers a roomy and well-equipped alternative to other higher-priced sedans in its segment.

A host of other amenities await consumers looking for refinement. SIRIUS Satellite Radio with three months complimentary service¹, along with auxiliary and USB input jacks, add to the list of extensive standard features. Other standard amenities include dual zone automatic temperature control, power front seats and power windows with heated outside mirrors. Available option packages add 17-inch chrome wheels, leather seat trim, a premium Infinity[®] sound system and power adjustable pedals.

Proven Performance, Precise Handling

With its unibody frame fitted onto a platform more than 250 pounds lighter than the previous generation’s, Amanti’s 3.8-liter all-aluminum DOHC V6 engine generates 264 horsepower and 260 pound-feet of torque. Assisted by a five-speed gated automatic transmission with Sportmatic[®] shift, Amanti delivers more power than the standard V6 output from segment competitors including the Buick LaCrosse, Chrysler 300 and Ford Taurus.

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¹ Customers must renew SIRIUS subscription after trial period if they wish to retain service.

Using a power rack-and-pinion steering system, Amanti provides a smooth ride and quickly adapts to sudden driving changes. A fully independent suspension featuring gas-pressurized shocks, a front double wishbone and rear multi-link setup are premium attributes most commonly associated with pricier luxury cars.

Classically Elegant Exterior

Amanti's upscale exterior presence is defined by its smooth, curved lines which lend to a certain subtle sophistication. Elegantly poised on standard 16-inch, nine-spoke alloy wheels fitted with 225/60R16 tires, exterior styling features include chrome accents such as the front grille, door handles and body-side moldings; clear-lens halogen headlights with front projection fog lights; tinted windows; and a dual exhaust. An available Wheel Package adds 17-inch, seven-spoke wheels to create a more aggressive exterior stance.

Contemporary, Refined Interior

Inside, more luxurious standard features abound and are highlighted with beautiful chrome, plush leather and exquisite wood accents. Bright metal-finish door sill plates welcome each passenger into the spacious cabin. An eight-way power adjustable driver's seat and four-way power adjustable front passenger's seat provide added comfort. The leather-wrapped steering wheel features conveniently placed audio and cruise control functions, while the wood-trimmed center console is equipped with an AM/FM/CD/MP3 audio system with eight speakers.

The optional Leather Package adds leather seat trim, heated front seats with individual driver and passenger settings, power heated outside mirrors with an auto tilt down feature, two memory settings for the driver's seat and outside mirrors, as well as an Infinity AM/FM/six-disc in-dash CD/MP3 audio system with nine Infinity speakers. For 2009, the Leather Package offers a larger in-dash monitor, up more than an inch in size from the previous model. Adding the Premium Package provides black leather seats, brushed-aluminum interior trim, power adjustable pedals and 17-inch, seven-spoke chrome wheels.

Standard interior equipment for the 2009 Amanti include: auxiliary and USB input jacks, complete with iPod® mobile digital device connection capabilities in the lower center console; an auto-dimming rearview mirror with Homelink®; one-touch up-and-down power windows; power door locks with keyless remote; auto headlamps; and variable intermittent front wipers.

Room to Breathe

With so many high-end features, Amanti is a vehicle to show off to friends. Its 110.2-inch wheelbase and 58.5 inches in height provide ample room for five adults. Front passengers enjoy 40 inches of headroom while those in the second row experience a comfortable 38.2 inches of headroom. Legroom is 44.5 inches and 36.8 inches respectively. A total 106 cubic feet of passenger space provides ample room for individuals to enjoy the creature comforts of Amanti.

The rear cargo area does not lack for space either as it provides 15.9 cubic feet of trunk space, enough room for up to four sets of golf clubs. To further assist with large, bulky items, the trunk lid opens at a high angle with the assistance of gas-strut lifters to minimize cargo damage. An optional cargo net provides protection for lighter items that may shift while the vehicle is in motion.

Extensive Safety Features

Amidst the luxury and premium options, safety comes first and foremost on every Kia vehicle and Amanti is no different boasting more standard airbags than any other vehicle in its segment with eight overall. This includes dual front advanced airbags, front and rear seat-mounted side airbags and full-length side curtain airbags. The extensive list of standard safety features also includes: four-wheel antilock brakes; front active headrests; anti-pinch windows; front and rear three-point seatbelts; front seatbelt pretensioners with force limiters; Lower Anchors and Tethers for Children (LATCH); engine immobilizer; and a tire pressure monitoring system (TPMS).

Electronic stability control (ESC), traction control system (TCS) and brake assist system (BAS) also are available as part of the optional Electronic Stability Control Package.

Industry-Leading Warranty

Like all Kia models, Amanti is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is 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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