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**KIA REPORTS RECORD SALES FOR 2000**

**Kia Sales Pass 160,000 Units**

IRVINE, Calif., Jan. 3, 2001 – Kia Motors America today announced that record December sales of 14,510 vehicles propelled the company to an all-time annual sales record of 160,606. This represents a 19 percent increase from last year’s record sales total of 134,594 units.

Kia sales increases were fueled in part by unprecedented additions to its model line in 2000. The Rio compact sedan sold 16,624 units and the Spectra accounted for 13,642 sales for the calendar year. Kia introduced its Optima mid-size sedan late in December and, in limited distribution, 97 units were sold.

In calendar year 2001, Kia will further diversify its model lineup with the introduction of the Rio station wagon and the Sedona minivan.

	<b><u>MONTH OF DECEMBER</u></b>		<b><u>YEAR-TO-DATE</u></b>	
<b>Model</b>	<b>2000</b>	<b>1999</b>	<b>2000</b>	<b>1999</b>
Optima	97	n/a	97	n/a
Rio	2,670	n/a	16,624	n/a
Sephia	4,861	5,115	67,893	82,211
Spectra	3,097	n/a	13,642	n/a
Sportage	3,604	4,136	58,399	47,560
Sportage 2-Door Convertible	181	204	3,951	4,823
Total	14,510	9,455	160,606	134,594

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**Total U.S. Sales of Kia Vehicles**

	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
<b>January</b>	605	1,227	1,508	2,624	7,197	9,461	8,143
<b>February</b>	626	1,053	1,887	2,529	6,196	6,703	11,392
<b>March</b>	638	1,309	2,197	3,093	6,082	11,400	12,729
<b>April</b>	714	1,256	2,300	3,541	5,530	10,606	12,422
<b>May</b>	1,010	1,907	3,481	4,917	6,301	12,795	13,709
<b>June</b>	1,053	1,665	4,401	3,992	9,215	13,593	16,140
<b>July</b>	1,106	2,662	3,241	5,024	10,095	13,136	12,300
<b>August</b>	1,368	2,881	4,229	6,321	8,016	13,138	16,454
<b>September</b>	1,528	2,729	3,780	7,123	7,355	11,846	16,438
<b>October</b>	1,207	2,437	3,797	5,913	8,634	10,641	13,726
<b>November</b>	1,156	2,640	3,174	5,317	4,730	11,820	12,643
<b>December</b>	1,152	2,974	2,279	4,931	3,542	9,455	14,510
<b>Total</b>	12,163	24,740	36,274	55,325	82,893	134,594	160,606

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