

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES 14<sup>TH</sup> CONSECUTIVE YEAR OF RECORD SALES**

**IRVINE, Calif., January 3, 2008** – Kia Motors America (KMA) today announced its 14<sup>th</sup> consecutive year of record sales with 305,473 units sold, a 3.8-percent year-over-year increase. Kia saw nine months of record sales in 2007. Leading the way for the brand in 2007 were Rio, Optima and Sportage, which ended the year with its best month of the year.

“In a year that was not particularly good for the industry, Kia continued to thrive with another record year and the passing of the 300,000-units-sold mark,” said Len Hunt, president and CEO of Kia Motors America. “As we begin 2008, we are optimistic that with our current line-up and the introduction of the seven-passenger Borrego SUV, Kia will continue its trend of year-over-year record sales.”

Sportage sold 49,393 units, a 33.2-percent year-over-year increase while Rio sold 33,370 units, a 17.5-percent increase, and Optima sold 40,901 units, a 6.5-percent year-over-year increase. Rondo, in its first full-year on the market, sold 26,020 units.

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Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 640 dealers throughout the United States. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

Model	MONTH OF DECEMBER		YEAR-TO-DATE	
	2007	2006	2007	2006
Rio	2,910	2,843	33,370	28,388
Spectra	6,688	9,275	73,474	72,557
Optima	3,235	3,834	40,901	38,408
Amanti	125	584	5,522	9,594
Sportage	5,109	4,900	49,393	37,071
Sorento	1,636	2,573	36,300	50,672
Sedona	2,493	5,586	40,493	57,018
Rondo	1,872	409	26,020	594
<b>Total</b>	<b>24,068</b>	<b>30,004</b>	<b>305,473</b>	<b>294,302</b>

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

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

	2000	2001	2002	2003	2004	2005
January	8,143	12,513	16,574	18,524	17,029	17,154
February	11,392	12,665	17,509	17,769	18,586	20,454
March	12,729	19,159	21,478	21,353	23,769	25,722
April	12,422	16,060	20,366	19,542	23,438	27,158
May	13,709	20,048	22,790	22,007	25,443	25,503
June	16,140	21,188	22,498	20,311	27,636	27,095
July	12,300	19,405	23,061	24,009	23,637	26,052
August	16,454	23,276	23,564	24,758	21,132	23,820
September	16,438	20,585	18,179	19,269	23,001	23,404
October	13,726	24,523	17,960	15,181	22,973	20,631
November	12,643	16,940	18,741	16,173	23,303	20,091
December	14,510	17,365	14,625	18,575	20,108	18,767
<b>Total</b>	<b>160,606</b>	<b>223,727</b>	<b>237,345</b>	<b>237,471</b>	<b>270,055</b>	<b>275,851</b>

	<b>2006</b>	<b>2007</b>
January	18,110	22,524
February	20,719	23,512
March	26,004	27,567
April	27,808	26,007
May	26,494	28,494
June	27,443	26,288
July	26,429	26,690
August	25,114	26,874
September	23,877	24,087
October	20,097	25,185
November	22,203	24,177
December	30,004	24,068
<b>Total</b>	<b>294,302</b>	<b>305,473</b>

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