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News Release

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KIA MOTORS AMERICA ANNOUNCES DECEMBER SALES

2009 Sales Up 9.8 Percent;

Company Achieves 15th Consecutive Year of Increased Market Share

IRVINE, Calif., Jan. 5, 2010 – Kia Motors America (KMA) today announced December sales of 21,048 units, a 43.7-percent increase over the same month last year, and total 2009 sales of 300,063 units, a 9.8-percent increase over the same period last year. Kia small cars, including Rio, Forte, Forte Koup and Soul led the way in monthly sales volume.

“In the midst of our largest commitment to the U.S. market ever, we have once again prevailed against difficult economic times and a down automotive industry by increasing our market share for the 15th consecutive year,” said B.M. Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia. “Our new and appealing design evolution paired with our core principles of quality, safety, value and technology will continue to boost our brand into the next decade.”

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time contributing to the brand’s continued gains in U.S. market share. The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built¹ at the company’s first U.S.-based manufacturing facilities in West Point, Georgia, will further enhance the lineup and is now arriving in dealerships.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share. 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.”

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¹ U.S.- and globally sourced parts.

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

<u>Model</u>	<u>MONTH OF DECEMBER</u>		<u>YEAR-TO-DATE</u>	
	2009	2008	2009	2008
Rio	3,932	1,785	34,666	36,532
Spectra	65	2,720	47,114	68,465
Forte	4,903	n/a	26,328	n/a
Optima	1,978	1,410	37,527	44,904
Amanti	62	194	3,704	3,614
Sportage	1,127	2,182	42,509	32,754
Sorento	3,136	3,087	24,460	29,699
Sedona	773	1,971	27,398	26,915
Rondo	1,236	1,056	14,206	28,645
Borrego	1,020	239	10,530	1,869
Soul	2,816	n/a	31,621	n/a
Total	21,048	14,644	300,063	273,397

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