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ALL-NEW 2004 KIA SPECTRA MAKES WORLD PREMIERE IN DETROIT

Four-Door Sedan Offers Best-In-Class Standard Safety Features, Interior Volume

DETROIT, January 6, 2004 – Kia Motors America (KMA) unveiled the all-new 2004 Kia Spectra* four-door compact sedan today at the North American International Auto Show. The best selling, most recognized nameplate from Kia in the U.S. market, the all-new Spectra features dynamic styling and a longer wheelbase, a wider track and more horsepower than its predecessor for better handling characteristics and improved performance. The new Spectra also delivers best-in-class standard safety features, including six airbags with full-length side-curtain airbags, and four-wheel disc brakes.

Already a segment leader in value and warranty coverage in a hyper-competitive segment, the all-new Spectra's longer wheelbase and increased width and height contribute to the sedan's class-leading 97 cubic feet of passenger room. Add in the fact that the Spectra will be

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* The Spectra will be sold as "Cerato" in Asian and European markets

the lowest priced vehicle in the U.S. to offer a side-curtain air bag system and it is easy to see why the new more desirable, more substantial Spectra will stand out from the competition.

“The 2004 Kia Spectra is another excellent example of Kia’s continued commitment to move beyond our traditional strengths of high value by delivering stylish, fun-to-drive vehicles featuring high levels of comfort, roominess and a class-leading array of safety features,” said Peter M. Butterfield, president, Kia Motors America. “The Kia brand appeals to consumers’ desire to find the best value for the money, and the new Spectra will exceed expectations with its high levels of quality and comprehensive equipment not traditionally found in a compact sedan.”

A New Design, Inside & Out

Kia believes the redesigned 2004 Spectra will stand out from the crowd with styling elements and character not normally associated with the compact segment. Built on a new platform with a longer wheelbase and increased overall width and height from its predecessor, the all-new Spectra offers a more agile, athletic stance and a more substantial, yet modern, appearance with its sculpted exterior design and class-leading interior volume.

- With total interior room of 97 cubic feet, the Spectra has the roomiest cabin in its segment, and features as much or more interior space than many larger sedans.
- The 2004 Spectra’s trunk capacity is significantly larger than ever before. At 12.2 cubic feet of storage space, the larger trunk volume is a gain of nearly 2 cubic feet over the previous generation vehicle.

Ultimate Safety and Security at a Tremendous Value

One of the biggest stories about the all-new Spectra is its unprecedented level of safety features for a vehicle in its class. The Spectra is equipped with a high level of safety equipment that moves the four-door sedan to the head of the compact class.

- The all-new Spectra features six standard air bags, including dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags. To ensure that the front air bags are deployed properly, sensors controlling the front supplemental restraints determine whether the seat belt is buckled and gauge the severity of a frontal impact before deployment.
- Spectra will be the only vehicle in its segment with standard full-length side curtain air bags, and the lowest priced car in the U.S. to offer this feature as standard equipment.
- The 2004 Spectra comes equipped with standard four-wheel disc brakes, with anti-lock brakes optional on the EX trim level.

Additional safety features include: front seatbelt pre-tensioners and force limiters, 3-point seatbelts for all five seating positions, Lower Anchors and Tethers for Children (LATCH) and child safety door latches.

More Power + More Torque = Increased Performance

For 2004, all Spectra models feature increased horsepower and torque, better fuel economy and reduced emissions from the previous-generation vehicle.

- Spectra's new 2.0-liter DOHC engine, which now incorporates continuously variable valve timing, produces 14 more horsepower for a total of 138 hp, and 16 lbs.-ft. more torque for a total of 135 lbs.-ft.
- Featuring multi-port electronic fuel injection, the new engine provides more standard horsepower than many competing vehicles in the segment, including the Honda Civic LX, Toyota Corolla LE, Nissan Sentra S and Ford Focus SE.
- Spectra's new engine can be mated to either a five-speed manual or an optional, electronically controlled four-speed automatic transmission.

- Fuel economy for vehicles equipped with the four-speed automatic transmission is expected to improve from 22-mpg city and 30-mpg highway to 25-mpg city and 34-mpg highway.

Improved Ride, Handling & Responsiveness

Unlike many compact sedans that offer low-tech, entry-level suspension layouts, the 2004 Spectra features an all-independent suspension for responsive handling and ride comfort.

- Spectra's suspension layout uses MacPherson struts in front and a multi-link design in the rear, and was carefully tuned to achieve the optimum balance between a comfortable ride and responsive handling.
- Unlike several competitors, front and rear stabilizer bars are standard on all Spectra models. Aiding handling is a precise rack-and-pinion steering system equipped with engine-speed-sensitive power assist.

Packaged for Comfort and Convenience at the Right Price

The all-new four-door Spectra is available in two trim levels: LX and EX.

Like all of Kia's vehicles, each model features an impressive list of standard features inside and out, including: auto-off headlights, AM/FM/CD audio system with six speakers and door-mounted tweeters, height adjustable steering column, tachometer, six-way adjustable driver's seat, digital clock, tinted glass, rear window defroster and dual map lights with sunglasses holder.

Major options for the LX trim level include four-speed automatic transmission with overdrive, air conditioning, rear spoiler and carpeted floor mats.

The Spectra EX model offers additional standard equipment, including: air conditioning, power windows, power door locks with remote keyless entry, dual body-color heated power outside mirrors and front fog lights. Optional equipment includes four-speed automatic transmission with overdrive, cruise control, alloy wheels, power moonroof with tilt, rear spoiler, carpeted floor mats and a body kit that adds a front spoiler and rear valence.

The 2004 Kia Spectra is built in Hwasung, South Korea, and will be available in showrooms in late spring. Pricing will be announced closer to launch.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including vehicle photography and specifications visit www.kiamedia.com.

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