



NEWS

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FOR IMMEDIATE RELEASE

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KIA ACHIEVES 10TH CONSECUTIVE YEAR OF RECORD SALES

December Sales Up 27 Percent, Year-To-Date Revenues up 10 Percent

IRVINE, Calif., January 7, 2004 – Kia Motors America (KMA) today announced record sales numbers for the month of December, highlighting the company's tenth consecutive year of sales increases. With a 27 percent increase over the same month last year, the company sold 18,575 vehicles in December, bringing KMA's year-to-date sales to 237,471.

"We started off 2003 with the best January in our company's history and continued to grow throughout the year despite a lack of available inventory in the Fall," said Peter M. Butterfield, Kia president and chief executive officer.

"This past year we successfully moved to a more upscale product mix, with more than half of our sales in the second half driven by Optima, Sedona and Sorento. While sales weren't as strong as they could have been due to low inventories, our revenues increased by approximately 10 percent thanks to the appeal of our new, larger products to a broader spectrum of American buyers."

Sedona minivan sales were up 30 percent as were the Optima sales. Sorento sales reached 40,779, representing one of the strongest new vehicle launches in KMA history.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

<u>Model</u>	<u>MONTH OF DECEMBER</u>		<u>YEAR-TO-DATE</u>	
	2003	2002	2003	2002
Optima	4,195	1,584	34,681	26,793
Rio	2,514	2,502	41,285	51,195
Sedona	4,310	2,185	50,628	39,088
Spectra	2,753	3,734	63,049	72,382
Sportage	28	1,904	5,616	39,436
Sorento	3,919	2,716	40,787	8,451



Amanti 856 N/A 1,425 N/A

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Total 18,575 14,625 237,471 237,345

Total U.S. Sales of Kia Vehicles

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

	1999	2000	2001	2002	2003
January	9,461	8,143	12,513	16,574	18,524
February	6,703	11,392	12,665	17,509	17,769
March	11,400	12,729	19,159	21,478	21,353
April	10,606	12,422	16,060	20,366	19,542
May	12,795	13,709	20,048	22,790	22,007
June	13,593	16,140	21,188	22,498	20,311
July	13,136	12,300	19,405	23,061	24,009
August	13,138	16,454	23,276	23,564	24,758
September	11,846	16,438	20,585	18,179	19,269
October	10,641	13,726	24,523	17,960	15,181
November	11,820	12,643	16,940	18,741	16,173
December	9,455	14,510	17,365	14,625	18,575
Total	134,594	160,606	223,727	237,345	237,471

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