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## News Release

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### **ALL-NEW KIA SOUL PRICED WELL UNDER \$14,000**

**IRVINE, Jan. 7, 2009** – Kia Motors America, Inc. (KMA) today announced pricing for the all-new highly anticipated Kia Soul will begin at \$13,300<sup>1</sup>. Even with the \$695 freight charge included, Soul's price tag of \$13,995 is still under the \$14K mark. And with all boxes checked on the highest trim level Soul *sport*, the vehicle will still come in below \$20,000. Recently debuted at the 2008 Los Angeles Auto Show, Soul will join the C-segment as an early 2010 model year vehicle and allow buyers the chance to truly personalize their vehicle with more packaging and styling combinations than any previous Kia model.

The 2010 Soul will be available in four trims: Soul, Soul+, Soul! (exclaim) and Soul *sport*. Soul+, which includes standard keyless entry remote, solar glass and 16-inch alloy wheels, will start at \$14,950<sup>1</sup> and top out at \$17,100 when options including the Audio Package and power moonroof are included. Enhancing to the Soul! will add the power moonroof, fog lights and 18-inch alloy wheels and will be priced beginning at \$16,950<sup>1</sup> and peak at \$17,900 with all available options included. The Soul *sport*, designed for those with active lifestyles, will include side sills, a rear spoiler, 18-inch alloy wheels and unique front and rear fascias, and will start at \$16,950<sup>1</sup> and end at \$18,600 with all available options included.

### **2009 Product Line**

Kia Motors America offers a dynamic and diverse product line of 11 vehicles to meet the needs of all lifestyles. The 2009 vehicle line features the functional Rondo CUV and award-winning Sedona minivan along with a wide variety of popular passenger cars, including the refined Amanti full size sedan, purposeful Optima mid size sedan, versatile and compact Spectra and Spectra5, and sporty yet fuel efficient Rio and Rio5 subcompacts. The vehicle line also features the all-new and affordably luxurious Borrego, rugged Sorento and value-packed Sportage SUVs. The Soul will further complement the lineup when it arrives in dealerships this spring.

<sup>1</sup> Starting at MSRP excludes freight, taxes, title, license, options and dealer charges. Actual prices set by retailer.

**About Kia Motors America**

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2008, KMA recorded its 14th 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.”

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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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