

**For Immediate Release**

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## **KIA HIRES NEW DIRECTOR OF PUBLIC RELATIONS**

### **Alex Fedorak Joins Kia Motors America**

DETROIT, January 9, 2006 – Alex Fedorak, veteran automotive public relations executive, has joined Kia Motors America (KMA) as director, public relations. Kia introduced Fedorak today at the 2006 North American International Auto Show (NAIAS) in Detroit. He will officially take his post at Kia’s U.S. headquarters in Irvine, Calif. later this month.

Fedorak has more than 20 years of experience in the automotive industry, the majority of which he spent at Subaru of America where he most recently helped launch the 2006 product lineup.

“Alex brings a solid understanding of the automotive industry and a proven track record of success to Kia,” said Len Hunt, Kia’s executive vice president and chief operating officer. “He will play an integral role in this year’s six product launches and enhance our team of talented people fueling Kia’s continued growth.”

Prior to his most recent role with Subaru, Fedorak served as executive vice president of A&M Specialists, a leading press vehicle logistics company, where he headed day-to-day operations. He joined A&M from a 16-year tenure at Subaru, where he served as senior product public relations manager, overseeing media introductions and ongoing media relations, development of product and technical information and management of the Subaru press fleet. He began his career at Subaru in the technical training department.

In his new position at Kia, Fedorak will oversee all product and corporate communications for the company including new product launches, media relations, product publicity and internal communications.

Kia also unveiled the all-new 2006.5 Optima mid-size sedan as well as the all-new Soul concept car today during a press conference at NAIAS.

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