



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Alex Fedorak  
949.468.4813  
Afedorak@kiausa.com

## News Release

Shelby Hunt  
Zeno Group for Kia Motors America  
310.566.3985  
Shelby.hunt@zenogroup.com

### **KIA AMANTI ACHIEVES HIGH MARKS IN THE 2008 STRATEGIC VISION CUSTOMER DELIGHT INDEX® REPORT**

#### ***Full-Size Sedan Tops Large Car Segment in Customer Delight***

- 2008 Amanti recognized for meeting driver needs while remaining a great value
- Full-size sedan applauded for offering impressive design, engineering and fuel economy

**IRVINE, Calif., Jan. 12, 2009** – Garnering another significant accolade, Kia Motors America (KMA) announces the upscale Amanti topped the large car segment in the 2008 Strategic Vision Most Delightful® Vehicle study. According to the San Diego-based research firm, Most Delightful vehicles meet owners' foundational needs while maintaining optional desires which include thoughtful engineering, alluring design cues, performance and fuel efficiency.

“As a safe, reliable and attractive full-size sedan, Amanti meets drivers' needs at an exceptional price point,” said Michael Sprague, vice president of marketing, KMA. “Leading the Strategic Vision Most Delightful Vehicle study is another example of Amanti's strengths and of Kia Motor's commitment to providing a line-up embodying quality, fuel efficiency and value.”

Having also topped the Strategic Vision SmartGreen Index<sup>SM</sup> and Total Value Index<sup>®</sup> in the large car segments and a recipient of a “Good” rating from the Insurance Institute for Highway Safety (IIHS) in frontal and side impact crash tests, the well-appointed Amanti offers outstanding safety features, luxury and overall convenience in the full-size sedan segment. Amanti offers a long list of standard amenities, including: eight airbags; leather seats, chrome and wood accents; and a 3.8-liter all-aluminum DOHC V6 engine which generates 264 horsepower and 260 pound-feet of torque.

**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).

# # #