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News Release

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ALL-NEW SPECIAL EDITION 2010 KIA SHADOW DRAGON SOUL ARRIVES IN SHOWROOMS

Limited-Edition Urban Passenger Vehicle Dons Popular Designs Requested by Internet Forums and Enthusiasts

- Shadow Dragon Soul brings a new color scheme and adds leather-trimmed seating to the Soul lineup
- Shadow Dragon Soul is the third special edition Soul to arrive in less than 12 months

IRVINE, Calif., January 12, 2010 – Kia Motors America (KMA) today announced the arrival of the special edition Shadow Dragon Soul, the third of four planned special edition Soul models. Proudly showing design themes similar in nature to the Soul “Burner” concept that debuted in 2008 at the Geneva International Motor Show resulting in a slew of positive feedback from Soul forums and Internet chats, Shadow Dragon Soul wears black dragon graphics over its sinister black-on-black color scheme. Shadow Dragon Soul is the latest example the urban passenger vehicle’s unique ability to morph and transform, and joins all other Soul models as a 2010 “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS).

“Soul is a unique vehicle in that it lends itself perfectly to personalization based on consumer needs and desires,” said Michael Sprague, vice president of marketing, KMA. “With its one-of-a-kind paint and graphic treatments, the Shadow Dragon Soul could be the most distinctive special-edition Soul we’ve released so far, but still maintains the same value, convenience and safety features that consumers have come to know and expect from all Soul trim levels.”

All-New Special Edition 2010 Kia Shadow Dragon Soul

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From afar, Shadow Dragon Soul's deep shadow black exterior color and matte black dragon graphics on the hood and tailgate give off a dark and menacing persona. Looking closer, the black-on-black theme continues with black 18-inch wheels and machined accents, a body-color wing-type spoiler and high-gloss black accents found on the front and rear bumper inserts. Inside, Shadow Dragon Soul features black leather-trimmed seats – the first leather seating available on any Soul model – and seat warmers for additional luxury and comfort. Like both previous special-edition Souls, Shadow Dragon Soul is based on the Soul+ model and is fully loaded with the Audio Upgrade Package (center speaker, subwoofer, external amplifier and speaker lights that pulse to the beat of the music), an iPod® connection cable for full functionality via the radio head unit and steering wheel controls, carpeted floor mats, moonroof, fog lights and fender vents with side marker repeaters. Shadow Dragon Soul starts at \$18,195¹ with a five-speed manual transmission.

Building from the Soul+ model, Shadow Dragon Soul adds standard keyless remote entry, privacy glass on the rear and rear side windows, body-color door handles and dual body-color power side mirrors. Additional standard features such as cruise control with steering wheel-mounted controls, Bluetooth®² wireless technology with hands-free connectivity, dual 12-volt power outlets and tweeter speakers enhance creature comforts on the road, as do the covered upper storage bin, dual visor vanity mirrors with covers and dual map lights.

About the Kia Soul

The Soul has won numerous accolades since arriving in dealerships, including two “Top Safety Pick” awards from the Insurance Institute for Highway Safety, a “2010 Automotive Excellence Award” from *Popular Mechanics*, a “Super Value Award” by The Active Network, Inc., being named to *Ward's Autoworld's* “Interior of the Year” list for “Grooviest Interior, named to 2009 Coolest New Cars Under \$18,000 list by Kelley Blue Book's Kbb.com,” among several others.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, pricing for the versatile five door begins at \$13,300¹ for the base trim, while Soul+ starts at \$14,950¹. Enhancing to the Soul! or Soul *sport* offers a price beginning at \$16,950¹. For additional value Soul also offers impressive fuel economy, with the 1.6-liter manual coming in at 26/31 mpg (city/highway) while the 2.0-liter offers a thrifty, fuel-sipping 24/30 mpg for both the automatic and manual transmissions³, better than the Scion xB.

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¹ MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer.

² The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license.

³ 2010 EPA fuel economy estimates. Actual mileage may vary.

Standard Kia Safety Features

Soul continues to offer the same high level of standard safety equipment as all new Kia vehicles, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags. An Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS) also are standard. Front and rear crumple zones, side-impact door beams, impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard on all Soul models, making for a wide-ranging list of standard safety features.

Industry-Leading Warranty

Like all new Kia models, Soul is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile antiperforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive coverage program.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. 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. For media information, including photography, visit www.kiamedia.com.

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