



KIA MOTORS

The Power to Surprise®

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News Release

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KIA FORTE NAMED TO ABOUT.COM “BEST NEW CARS OF 2010” LIST

Popular Kia Compact Sedan Honored by Esteemed Online Resource

- Kia Forte tops highly competitive compact segment
- Kia sedan offers consumers the entire package of standard safety features and cutting edge technology

IRVINE, Calif., January 13, 2010 – Recently named “Car of the Year” for 2010 by NADAguides.com, the 2010 Kia Forte sedan has been named to the “Best New Cars of 2010” list by popular online resource About.com. Forte was one of 12 vehicles selected by About.com for its attractive combination of high quality, extensive standard safety features and overall value.

“In today’s economy consumers are looking for an attractive, well-equipped vehicle at a great price point, and the stylish Forte sedan offers exactly that and more,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “Recognition from a widely referenced consumer site like About.com brings more attention and credibility to the progress of the Kia brand and consumers can expect to see more of our new signature design direction in the near future as we continue the largest product rollout in company history.”

Taking all new and redesigned vehicles for 2010 into consideration, About.com reviewed and selected the top 12 vehicles they felt best offered consumers an exceptional combination of value, style, quality, safety features and amenities.

Available in three trims, LX, EX and SX, pricing for the Forte sedan starts at \$13,695¹ for the LX trim, while the EX begins at \$15,995¹ and the SX starts at \$17,495¹. In addition to competitive pricing, Forte comes well-stocked with a long list of standard amenities, starting with a standard AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service². Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players as well as *Bluetooth*^{®3} wireless technology and connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible mobile phones.

In addition to offering affordability and standard amenities, Forte also showcases a class-leading combination of standard safety features with active front headrests, advanced two-stage airbags, front seat-mounted and side curtain airbags, four-wheel disc brakes with an antilock brake system (ABS), brake assist (BAS), electronic brake-force distribution (EBD), electronic stability control (ESC), a traction control system (TCS) and a tire pressure monitoring system (TPMS).

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

² Customers must obtain SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary service not available in Canada, AK or HI. For full terms and conditions please visit SIRIUS.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

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