



KIA MOTORS

The Power to Surprise®

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News Release

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EDMUNDS.COM NAMES 2010 KIA SOUL AND SEDONA “TOP RECOMMENDED” VEHICLES FOR 2010

Soul and Forte Listed Among Top 10 “Consumers’ Favorite Cars for College Students”

- Soul recommended for its consumer appeal, value and safety; Sedona for exceptional safety features and comfort
- Forte’s practicality and Soul’s funky styling and enjoyable driving dynamics up the appeal for college students

IRVINE, Calif., January 19, 2010 – Adding to an already extensive list of prestigious honors and recognitions, the Kia Soul urban passenger vehicle and Sedona minivan each were named as “Top Recommended” vehicles for 2010 while Soul and the Forte compact sedan were listed among the top 10 “Consumers’ Favorite Cars for College Students” list by leading automotive research site Edmunds.com. Soul, Forte and Sedona each were highlighted for their individual abilities to aptly meet consumers’ needs in their respective segments and still offer an outstanding value.

“Soul and Forte provide buyers youthful and dynamically styled vehicles with an impressive array of standard safety features, high-tech features and extensive personalization options while Sedona presents excellent safety features, convenience and comfort,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “It is a testament to the Kia brand to have all three vehicles that embody Kia’s core philosophies of quality, value, safety and style honored by a trusted online automotive resource like Edmunds.com.”

Edmunds.com selected the Top Recommended vehicles as part of its 2010 New Car Buying Guide to assist consumers with the new car buying process. The final Top Recommended list was compiled from multiple categories, including Top Recommended Sedans, Trucks, SUVs, Wagons and Minivans, Diesels, Convertibles, Coupes and for Mobility Challenged Drivers.

Edmunds.Com/Kia “Top Recommended” and “Favorite Cars for College Students” 2010 Page 2 of 3

The “Consumers’ Favorite Cars for College Students” list is part of a monthly initiative where Edmunds.com invites consumers to participate in surveys to vote on their favorite vehicles in different categories, including favorite luxury sedans, midsize family sedans, hybrids, off-roaders, convertibles, family haulers and economy cars. Like the Top Recommended vehicles, the results are published online to help assist car buyers with future purchasing decisions.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors’ affordable halo vehicle offers an attractive starting price below \$14,000¹. Four special edition Souls, based on the Soul+ trim, also are being released throughout the year, including Denim Soul, Ignition Soul and most recently Shadow Dragon Soul. Offering consumers even more ways to personalize Soul, each special edition comes with its own unique exterior color and packaging.

The uniquely styled Soul offers an extensive list of standard safety features, 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). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

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.

- more -

¹ Starting MSRP's 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.

³ 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.

The 2010 Sedona is available in three trims, base, LX and EX. Pricing for the Sedona starts at \$21,245¹, while moving up to the LX trim starts at \$22,245¹, and the EX models begin at \$27,745¹. A segment leader in value and safety, Sedona, named the “safest minivan ever tested” by the Insurance Institute for Highway Safety (IIHS), offers consumers invaluable protection provided by a wide range of standard safety features, including six standard airbags (dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags for all three seating rows), active front headrests, a four-channel, four-sensor, Antilock Brake System (ABS) with Electronic Brake-force Distribution (EBD), which takes into account vehicle load and weight distribution and ensures the appropriate stopping force is used.

Kia Product Line

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand’s continued gains in U.S. market share. The vehicle line features the stylish Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built at Kia Motors Manufacturing Georgia², Kia’s first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup.

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 MSRP exclude \$795 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

² KMMG vehicles are built with U.S. and globally sourced parts.