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## News Release

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### **KIA MOTORS AMERICA TO PRESENT FIRST RETAILED 2011 SORENTO TO CHICK-FIL-A®**

*Chick-fil-A® Founder to Receive Keys to “Spicy Red” 2011 Kia Sorento*

- U.S.-built<sup>1</sup> Kia vehicle will be presented to Founder and Chairman S. Truett Cathy during a ceremony at Chick-fil-A’s headquarters
- All-new Sorento is built at Kia’s U.S. plant in West Point, Georgia

**IRVINE, Calif., January 21, 2010** – Kia Motors America (KMA) announced the first retail sale of a 2011 Sorento CUV built at Kia Motors Manufacturing Georgia (KMMG), will be presented to Chick-fil-A Founder and Chairman, S. Truett Cathy, during a ceremony at the Atlanta-based restaurant chain’s corporate headquarters on January 22.

“The all-new Sorento, Kia’s first U.S.-built vehicle, marks a turning point for the brand and further solidifies Kia’s commitment to the U.S. market,” said B.M. Ahn, group president and CEO, KMA and KMMG. “On behalf of the thousands of team members at KMA and KMMG, and our network of more than 670 dealers nationwide, we are honored that Chick-fil-A, one of Georgia’s most prestigious companies, will add the first retail Sorento to Cathy’s collection of displayed vehicles at its corporate headquarters.”

“While I am excited about adding this new Spicy Red Sorento to my collection of new and antique cars, I also am pleased to know that this manufacturing facility will help with the employment and economic growth in our region,” said Cathy. “And I can’t wait to test it out with all its gadgets and special features,” added the 88-year-old Cathy whose collection has grown to be one of the largest and varied in the country.

The 2011 Kia Sorento was named the Official Vehicle of the 2009 Chick-fil-A Bowl, which was held on New Year’s Eve in Atlanta. “A great Bowl and a beautiful new car! What a terrific way to start off the year,” said Cathy.

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<sup>1</sup> KMMG vehicles are built with U.S. and globally sourced parts.

Completely redesigned for the 2011 model year, the all-new Sorento is a modern CUV that is just the right size for today's consumer. Sorento now employs a unibody design with the ability to comfortably fit up to seven passengers, offering more space and ride comfort than the previous-generation model, as well as easy handling. In addition to offering a comfortable ride, impressive technology features also come standard throughout, including an AM/FM/CD/MP3/Sat audio system with SIRIUS® Satellite Radio capabilities and three months complimentary service<sup>1</sup>. Also standard on all models are auxiliary and USB audio input jacks for connecting personal MP3 players and *Bluetooth*<sup>®2</sup> wireless technology connectivity with steering wheel-mounted voice activation controls to enable hands-free operation for all compatible mobile phones. Available push button-start ignition with smart key, rear sonar back-up sensors, voice-activated navigation, rear view back-up cameras and air ionization purification technology complete the modern and high-tech driving experience.

With two new vehicle introductions and several other key initiatives planned for 2010, Kia Motors is poised to continue its momentum and will continue to build the brand through design innovation, quality, value and safety features and with new technology like the recently introduced UVO powered by Microsoft<sup>®3</sup> infotainment system. 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 launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built at the company's first U.S.-based manufacturing facilities in West Point, Georgia, will further enhance the lineup and is now arriving in dealerships.

Cathy also took a personal tour of the new West Point manufacturing facility. "When I saw this modern plant and its potential for the future, I just wanted to have the first one off the line," said Cathy.

### **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."

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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).

**About Chick-fil-A, Inc.**

Atlanta-based Chick-fil-A, Inc. is the nation’s second-largest quick-service chicken restaurant chain (based on sales), currently with 1,490 restaurants in 38 states and Washington D.C. Chick-fil-A reached record sales of \$3 billion in December 2009 and extended the chain’s streak of consecutive sales gains to 42 years.

Growing out of Cathy’s 1946 diner, Chick-fil-A is credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, the chain serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House® and Truett’s Grill® full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain’s websites, located at [www.chick-fil-a.com](http://www.chick-fil-a.com), [www.Chick-fil-APressroom.com](http://www.Chick-fil-APressroom.com), [www.TruettCathy.com](http://www.TruettCathy.com), [www.Twitter.com/ChickfilA](http://www.Twitter.com/ChickfilA), and [www.Facebook.com/Chick-fil-A](http://www.Facebook.com/Chick-fil-A).

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