



Kia Motors America, Inc. | Alex Fedorak
111 Peters Canyon Road | 949.468.4813
Irvine, CA 92606 | Afedorak@kiausa.com
Kiamedia.com

News Release

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

KIA RONDO NAMED TO ABOUT.COM “BEST FAMILY CARS UNDER \$20,000” LIST

Kia Crossover Utility Vehicle Honored by Respected Online Resource

- Kia Rondo highlighted for versatile seating arrangement and low starting price
- Midsize CUV offers family necessities, including safety features, comfort and ample interior space

IRVINE, Calif., January 27, 2010 – Having recently honored the popular 2010 Forte compact sedan as one of the “Best New Cars of 2010,” About.com has now named the Kia Rondo CUV to the “Best Family Cars Under \$20,000” list. Selected for overall value and ability to comfortably accommodate up to seven adult passengers, Rondo proves a viable and budget-friendly option for growing families.

“In today’s economy, consumers are constantly looking for ways to save money while retaining quality, and Rondo offers the functionality and safety of a minivan or SUV without the heft, low fuel economy or high price tag,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “As we move forward with the largest product rollout in company history, which includes the all-new 2011 Sorento CUV, being recognized by a leading resource such as About.com further validates our commitment to delivering affordable, safe vehicles for families of all sizes.”

About.com reviewed and selected a number of 2009 and 2010 model year vehicles, finally selecting the top 10 cars they felt best offered families an exceptional combination of value, comfort and seating for under \$20,000. Other factors taken into consideration included easy rear seat access and ample cargo space to accommodate the typical needs of families.

Available in LX and EX trim levels and starting with a base price under \$18,000¹, the Rondo offers consumers numerous amenities, capable handling and impressive standard convenience and safety features. For 2010 three-row, seven-passenger seating becomes standard to offer the same variety and space arrangements as a full-size SUV or minivan. In line with advanced styling cues, Rondo also now features the addition of standard side-view mirrors with integrated turn signals and a standard EcoMinder[®] indicator, which aids drivers in operating the vehicle in a more fuel-efficient manner by alerting them when they have reached optimum fuel efficiency, important as gas costs remain high.

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¹ Starting price is Manufacturer’s Suggested Retail Price (MSRP) for 2009 model LX trim. LX Rondo MSRP is \$17,495. MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

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 Georgia¹, 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 KMMG vehicles are built with U.S. and globally sourced parts.