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News Release

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KIA RIO AND RONDO NAMED 2010 CONSUMER GUIDE® AUTOMOTIVE RECOMMENDED VEHICLES

Award-Winning Kia Vehicles Honored by Leading Online Consumer-Focused Resource for New and Used Vehicles

- Rio selected in the subcompact car category for fuel economy, user-friendly instruments and driver controls
- Rondo chosen in the midsize category for build quality as well as passenger and cargo room

IRVINE, Calif., January 28, 2010 – Kia Motors America (KMA) today announced its popular subcompact and midsize CUV, the 2010 Rio and Rondo, have been selected as 2010 *Consumer Guide Automotive* Recommended Vehicles. *Consumer Guide Automotive*, the leading online consumer-focused and trusted resource for authoritative and objective reports on new and used vehicles, selected both vehicles for their offerings of quality, comfort, function and value.

“Receiving the 2010 *Consumer Guide Automotive* Recommended Vehicle designation is a tribute to the ongoing evolution and continued improvement of the Kia brand,” said Michael Sprague, vice president, marketing, KMA. “This distinction from such a trusted automotive resource reinforces to consumers our commitment to providing the highest quality vehicles infused with great design, value, safety features, utility and practicality.”

Consumer Guide Automotive editors reviewed and selected the top vehicles across 18 vehicle categories, including Subcompact Car, Compact Car, Premium Compact Car, Midsize Car, Premium Midsize Car, Large Car, Premium Large Car, Sporty/Performance Car, Premium Sporty/Performance Car, Compact SUV, Premium Compact SUV, Midsize SUV, Premium Midsize SUV, Large SUV, Premium Large SUV, Compact Pickup, Large Pickup and Minivan. For more than 40 years *Consumer Guide* has been empowering buyers to shop with confidence and receives 2.6 million unique visitors each month.

Kia Rio and Rondo Named 2010 Consumer Guide Automotive Recommended Vehicles

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With five trims to choose from, the Rio line is often noted for its small footprint, spacious interior, exciting handling and impressive fuel economy. When paired with the manual transmission, the 1.6-liter four-cylinder produces 27/32 mpg (city/highway), while the same engine, when mated to the automatic, outputs 25/35 mpg. Rio also features a standard EcoMinder™ indicator light on all automatic models, which illuminates when the vehicle has reached optimum fuel efficiency, helping drivers drive in the most fuel-efficient manner possible. Rio offers style flexibility for the fun and frugal with full body-color bumpers, a revised tabbed grille that matches the new look of Kia, black bezel headlamps, body-color side moldings and a stylish exposed exhaust outlet all standard features that further add to its sprightly appearance. Hands-free *Bluetooth*®¹ wireless technology connectivity, automatic cruise control and side mirrors with integrated turn signals are offered on all LX and SX trims, further enhancing its style and overall appeal. The Rio features a starting price of under \$12,000².

Rondo offers consumers numerous amenities, capable handling and impressive standard convenience and safety features while maintaining a starting price of under \$18,000². The midsize CUV includes standard seating for seven passengers with three rows of seating, offering the same variety of seating arrangements as a full-size SUV or minivan without the bulk or low fuel economy. In line with advanced styling cues, Rondo now features the addition of standard side-view mirrors with integrated turn signals and a standard EcoMinder™ indicator. A back-up camera also is available as part of the Premium Package, which assists drivers in avoiding certain objects behind the vehicle while reversing.

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 Georgia (KMMG)³, Kia's first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup.

¹ 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.

² Price is manufacturer's suggested retail price (MSRP) for base model, excludes destination and handling charges, taxes, title, license, options and dealer charges. Actual prices set by dealer..

³ KMMG vehicles are built with U.S. and globally sourced parts.

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.

About Consumer Guide Automotive

Since 1967, Consumer Guide Automotive has published authoritative, objective reviews of new and used cars and trucks. Focused on making car shopping easier and helping consumers make the best purchasing choice, Consumer Guide's editors provide professional, unbiased evaluations of nearly 1000 new and used vehicles as well as expert shopping advice, timely feature articles, and insightful automotive editorials. Consumer Guide is based in Lincolnwood, IL. It is published in print by Publications International, Ltd., and online by HowStuffworks.com. For more information, visit <http://consumerguideauto.howstuffworks.com> or contact Tom Appel at tappel@pubint.com.

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