

FOR IMMEDIATE RELEASE

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Kia Hires Anders Franson As Director, Planning and Franchise Development

Industry Veteran to Oversee Ambitious Circle of Excellence Program

IRVINE, Calif., Jan. 31, 2003 – Anders Franson, with extensive international experience in the automotive industry, has been hired by Kia Motors America (KMA) as director, planning and franchise development, reporting to Scott Pickard, vice president, sales. In this role, Franson will be responsible for overseeing Kia’s Circle of Excellence initiative as well as dealer development and planning.

Franson, who has been consulting for Kia for several months, spent most of his career working with Volvo prior to opening his own management consulting business. At Volvo Cars of North America, Franson was responsible for corporate development, product planning, market research and business and franchise development. He is credited with developing a major customer satisfaction program that took Volvo from a historic low to a position in the top five in the industry. In addition, Franson created and implemented an industry-first manufacturer-dealer partnership approach to address future marketing and business challenges.

“We’re extremely pleased to have Anders join Kia,” said Pickard. “His background and knowledge will help us achieve our goal of becoming a Tier 1 company, and in addition make our Circle of Excellence program a major success, improving customer satisfaction and retention and ultimately creating a stronger and more profitable Kia franchise.”

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Kia posted record year-end sales of 237,345 in 2002, representing a 6.1 percent increase over calendar year 2001 results.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit www.kiamedia.com.

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