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KIA CONTINUES WITH STRONG SALES NUMBERS

Sephia Sales Up 21 Percent

IRVINE, Calif., February 1, 2000 - After posting record sales of nearly 135,000 units in 1999, Kia has started strong in 2000 with vehicles sales of 8,143 in January. Sephia sales of 4,973 were up 21 percent over a year ago.

With the much-anticipated release of the Spectra four-door hatchback and the Rio subcompact sedan later this year, 2000 promises to be another record-breaking sales year for Kia.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

Model	MONTH OF JANUARY		YEAR-TO-DATE	
	2000	1999	2000	1999
Sephia	4,973	4,120	4,973	4,120
Sportage	2,956	5,039	2,956	5,039
Sportage 2-Door Convertible	214	302	214	302
Total	8,143	9,461	8,143	9,461