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KIA CONTINUES WITH STRONG SALES NUMBERS

IRVINE, Calif., Feb. 1, 2001 – After posting record sales of more than 160,000 units in 2000, Kia has started strong in 2001 with vehicles sales of 12,513 in January. That number represents a 53 percent increase over January 2000.

The Rio subcompact sedan led the way with 3,288 units sold, followed by Sephia sales of 3,184. In its first full month, the Optima midsize sedan posted sales of 1,657 units.

With the release of the Sedona minivan and the Rio station wagon later this year, 2001 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 DECEMBER | | YEAR-TO-DATE | |
|--------------------------------|-------------------|-------|--------------|-------|
| | 2001 | 2000 | 2001 | 2000 |
| Optima | 1657 | n/a | 1657 | n/a |
| Rio | 3,288 | n/a | 3,288 | n/a |
| Sephia | 3,184 | 4,973 | 3,184 | 4,973 |
| Spectra | 1,732 | n/a | 1,732 | n/a |
| Sportage | 2,485 | 2,956 | 2,485 | 2,956 |
| Sportage 2-Door Convertible | 167 | 214 | 167 | 214 |
| Total | 12,513 | 8,143 | 12,513 | 8,143 |