

# NEWS



Kia Motors America, Inc. 9801 Muirlands Blvd. / Irvine, CA 92618-2521 / Ph: (949) 470-7000 / Fax: (949) 470-2809

**FOR IMMEDIATE RELEASE**

Contact: Kim Custer  
Kia Motors America  
949-470-7019

## **KIA MOTORS AMERICA ANNOUNCES JANUARY SALES**

### **Amanti Sedan Continues Sales Momentum**

IRVINE, Calif., Feb. 1, 2005 – Kia Motors America (KMA) today announced monthly sales of 17,154 units during January 2005, a slight increase over the same month in 2004.

“Continuing the trend from our record sales year in 2004, our richer product mix continues to advance the Kia brand with approximately 70-percent of sales coming from our upscale vehicles which includes Sorento, Sedona, Optima and Amanti,” said Peter M. Butterfield, Kia Motors America’s president and CEO. “The Kia product line will grow with the all-new Sportage compact SUV going on-sale on March 1, providing increased volume for our retailers with an outstanding product in a segment that we have been absent from for more than two years.”

The Amanti large premium sedan, which finished 2004 with strong sales in November and December, continued its sales momentum with 2,348 units sold, a substantial increase over January 2004.

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

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<u>Model</u>	<u>MONTH OF JANUARY</u>		<u>YEAR-TO-DATE</u>	
	<b>2005</b>	<b>2004</b>	<b>2005</b>	<b>2004</b>
Amanti	2,348	968	2,348	968
Optima	3,637	4,150	3,637	4,150
Rio	2,261	2,356	2,261	2,356
Sedona	2,506	3,145	2,506	3,145
Sorento	3,380	3,972	3,380	3,972
Spectra	2,995	2,423	2,995	2,423
Sportage	27	15	27	15
<b>Total</b>	<b>17,154</b>	<b>17,029</b>	<b>17,154</b>	<b>17,029</b>