

# NEWS



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**FOR IMMEDIATE RELEASE**

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

### **Sedona Leads Way and Predicts Another Strong Sales Year for Kia**

IRVINE, Calif., February 1, 2006 – Kia Motors America (KMA) today announced its second best January sales ever of 18,110 units, a 5.6-percent increase over the same period in 2005. The Sedona minivan was the leading seller at 5,484 units, a 42-percent increase over the previous month, receiving a boost in momentum from the recent, media-lauded launch of the all-new 2006 model. Both the Kia Sportage and Kia Spectra were strong sellers, with 3,211 and 2,803 units sold respectively.

“Fresh on the heels of a record twelfth consecutive year of sales increases, we’ve begun 2006 with a bang and our second best January ever,” said Len Hunt, executive vice president and COO of KMA. “And we plan to increase our brand momentum with the launch of six new products throughout the year, offering customers even more standard fun, safety and value than ever before.”

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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<u>Model</u>	<u>MONTH OF JANUARY</u>		<u>YEAR-TO-DATE</u>	
	2006	2005	2006	2005
Optima	1,266	3,637	1,266	3,637
Rio	1,993	2,261	1,993	2,261
Sedona	5,484	2,506	5,484	2,506
Spectra	2,803	2,995	2,803	2,995
Sportage	3,211	27	3,211	27
Sorento	2,746	3,380	2,746	3,380
Amanti	607	2,348	607	2,348
<b>Total</b>	<b>18,110</b>	<b>17,154</b>	<b>18,110</b>	<b>17,154</b>

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