

NEWS



Kia Motors America, Inc. 111 Peters Canyon Road / Irvine, CA 92606-1790 / Ph:(949) 468-4800 / Fax:(949) 468-4515

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
Kia Motors America
(949) 468-4813

KIA MOTORS AMERICA ANNOUNCES JANUARY SALES

IRVINE, Calif., February 1, 2008 – Kia Motors America (KMA) today announced January sales of 21,355 units. Leading the way for the brand were Rio, Optima, Spectra and Rondo, which all saw increases over the same period last year.

“It is a tough economic climate but fuel efficient vehicles like Rio and Spectra continue to sell well even as gas prices remain high,” said Len Hunt, president and CEO of KMA. “We saw a good start in what is typically a slow month and in what is predicted to be a tough year in the auto industry.”

Rio and Optima sold 2,709 units and 3,986 units respectively, both increase over the same period last year. Spectra sold 4,858 units while Rondo, beginning its second full year on the market, sold 3,226 units, both increases over the same period last year.

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Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and fun-to-drive vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.”

Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF JANUARY</u>		<u>YEAR-TO-DATE</u>	
	2008	2007	2008	2007
Rio	2,709	1,624	2,709	1,624
Spectra	4,858	4,273	4,858	4,273
Optima	3,986	2,201	3,986	2,201
Amanti	199	567	199	567
Sportage	3,064	3,474	3,064	3,474
Sorento	1,213	2,960	1,213	2,960
Sedona	2,100	6,947	2,100	6,947
Rondo	3,226	478	3,226	478
Total	21,355	22,524	21,355	22,524

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