



Kia Motors America, Inc. | Alex Fedorak
111 Peters Canyon Road | 949.468.4813
Irvine, CA 92606 | Afedorak@kiausa.com
Kiamedia.com

News Release

Amy Corsinita
Zeno Group for Kia Motors America
949.468.4818
Amy.corsinita@zenogroup.com

KIA MOTORS AMERICA ANNOUNCES JANUARY SALES

All-New 2011 Kia Sorento CUV Arrives in Showrooms; Records Strong First Month

IRVINE, Calif., Feb. 2, 2010 – Kia Motors America (KMA) today announced January sales of 22,123 units, highlighted by a strong first-month performance of the brand's first U.S.-built¹ vehicle – the all-new 2011 Sorento CUV – which arrived in showrooms on January 4 and was the brand's best-selling vehicle for the month with 7,398 units sold. January sales represent a 0.1-percent increase over the same period in 2009.

“The all-new Sorento's tremendous early performance is a clear indication that its combination of ‘just right’ size, design, modern technology and interior features and packaging resonates with consumers,” said B.M. Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “The Kia brand is rapidly evolving thanks to innovative designs, and the arrival of the first vehicle from our plant in West Point, Georgia is a significant milestone as we continue to expand our line of vehicles while following the Kia brand tenets of value, quality, safety and technology.”

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built at the company's first U.S.-based manufacturing facilities in West Point, Georgia, will further enhance the lineup and is now arriving in dealerships.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

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¹ KMMG vehicles are built with U.S. and globally sourced parts.

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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>	
	2010	2009	2010	2009
Rio	2,398	1,656	2,398	1,656
Spectra	47	5,810	47	5,810
Forte	3,732	n/a	3,730	n/a
Optima	3,162	2,198	3,162	2,198
Amanti	28	183	28	183
Sportage	762	4,129	762	4,129
Sorento	473	3,621	473	3,621
MY'11 Sorento	7,398	n/a	7,398	n/a
Sedona	928	2,570	928	2,570
Rondo	356	1,657	356	1,657
Borrego	694	272	694	272
Soul	2,145	n/a	2,147	n/a
Total	22,123	22,096	22,123	22,096

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