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KIA BEGINS YEAR WITH RECORD SALES

Sales Up 12 Percent Versus Same Month Last Year

IRVINE, Calif., February 3, 2003 – Kia began 2003 by setting a sales record with a 12 percent increase over the same month in 2002. The company sold a total of 18,524 vehicles, posting the strongest January ever, with an increase of 27 percent from last month.

“We’re off to a very strong start in 2003 with the best January in our company’s history, up 12 percent from last January and up 27 percent from last month,” said Peter M. Butterfield, Kia president and chief executive officer. “We expect to post another record sales year in 2003, with especially strong volume projected for our new Sorento mid-size SUV.”

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

<u>Model</u>	<u>MONTH OF JANUARY</u>		<u>YEAR-TO-DATE</u>	
	2003	2002	2003	2002
Optima	1,847	2,523	1,847	2,523
Rio	3,040	3,720	3,040	3,720
Sedona	2,846	2,218	2,846	2,218
Spectra	5,978	4,281	5,978	4,281
Sportage	1,702	3,832	1,702	3,832
Sorento	3,111	n/a	3,111	n/a
Total	18,524	16,574	18,524	16,574

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