



NEWS

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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES JANUARY 2004 SALES

72% of January Sales Come From Kia's Mid-Size and Larger Vehicles

IRVINE, Calif., February 3, 2004 – Kia Motors America (KMA) today announced monthly sales of 17,029 units during January 2004.

“Following a strong December, we are beginning to see inventory meet demand at our retailers across the country,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “With the launch of Amanti, we continue to see an improved product mix, with more than 70% of sales coming from our upscale vehicles which also include Sorento, Sedona and Optima.”

“In February, we will roll out the Mojave concept pick-up truck at the Chicago Auto Show. In March, we’ll be launching the completely new Spectra 4-door compact sedan. These are the kinds of activities that convince me that Kia will gain increased recognition in the U.S. market not only for quality, value and safety, but for exciting new designs,” said Butterfield.

The Optima, Kia's midsize sedan, which showed a 27% increase in sales during 2003, continued its sales momentum with 4,150 units sold, a substantial increase over January 2003. Other Kia models also showed increased numbers in comparison to last year, including the Sorento mid-size SUV, up 27%, and the Sedona minivan, up 10%, compared to January 2003.

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>	
	2004	2003	2004	2003
Optima	4,150	1,847	4,150	1,847
Rio	2,356	3,040	2,356	3,040
Sedona	3,145	2,846	3,145	2,846
Spectra	2,423	5,978	2,423	5,978
Sportage	15	1,702	15	1,702
Sorento	3,972	3,111	3,972	3,111
Amanti	968	N/A	968	N/A
Total	17,029	18,524	17,029	18,524

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