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News Release

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KIA UNVEILS SUPER BOWL AD WITH POPULAR LIFE-SIZE CHILDREN'S CHARACTERS **TAKING CROSS-COUNTRY JOYRIDE IN THE ALL-NEW 2011 SORENTO**

First-Ever Super Bowl Spot for Kia Continues the Launch of its First U.S.-Built¹ Vehicle

- Cast of popular children's characters includes Muno (from the award-winning series *YO GABBA GABBA!*), Sock Monkey (Fox River Mills, Inc.), and MR. X (BLABLA KIDS collection)
- Soundtrack for the whirlwind adventure features "How Do You Like Me Now" by The Heavy

IRVINE, Calif., February 5, 2010 – The launch of the all-new 2011 Sorento – the largest campaign in company history for Kia Motors America (KMA) – continues today with the reveal of Kia's first-ever Super Bowl ad on www.kiasorento.com. Titled "Joyride Dream," the 60-second spot follows a colorful cast of life-size children's characters – including Muno (from *YO GABBA GABBA!*, the award-winning series and live tour, produced by W!LDBRAIN and The Magic Store), Sock Monkey (Fox River Mills, Inc.), MR. X (BLABLA KIDS collection), Robot and Teddy Bear – who take the all-new Sorento CUV for a spin through a series of dream-like adventures and encounter exploding bowling pins, jumping jet skis, snow angels and a mechanical bull along the way.

"The Kia brand is becoming increasingly relevant in the U.S., and the arrival of the first vehicle from the new Kia plant in West Point, Georgia is the perfect time for the brand to use the Super Bowl advertising stage to introduce the all-new 2011 Sorento to more than 100 million people watching the game," said Michael Sprague, vice president of marketing, KMA.

Scheduled to air during the third quarter of the big game, the soundtrack for the characters' epic adventure is "How Do You Like Me Now" by indie rock band The Heavy.

Created by David&Goliath, "Joyride Dream" speaks to young couples who are entering a new life stage and facing adult responsibilities while still desiring the style, freedom and fun they've always enjoyed.

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“New parents often find their vehicles’ back seats cluttered with toys and child TV show characters, so assembling the cast of ‘Joyride Dream’ provided a clever way to showcase Sorento’s unique combination of just-right size, style and amenities that enables young couples to enjoy their new lifestyle to the fullest,” said Sprague. “From Muno’s eye-catching design and Sock Monkey’s agility to the fun of Mr. X, the advanced technology of Robot and the safety and security of Teddy Bear, each character’s inherent trait helps us tell the Sorento story.”

The first vehicle to roll off the line at Kia’s new state-of-the-art manufacturing facility in West Point, Georgia, the all-new 2011 Sorento encompasses both the brand’s signature design cues as well as its distinct combination of value, safety and style. The 2011 Sorento, which went on-sale in early-January, offers consumers a well-equipped, well-appointed CUV with best-in-class power¹ suited perfectly for the fun, dynamic and discerning driver.

In addition to the Super Bowl spot, Sorento is currently featured on KMA’s first Times Square billboard and is the “Official Vehicle of the NBA” for the current basketball season. The 2011 Sorento was named the Official Vehicle of the 2009 Chick-fil-A Bowl and Outback Bowl college football games.

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 and recently achieved its best quarter of sales ever. 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.”

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.

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¹ Best-in-class power with V6 engine only.