

NEWS



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**KIA MOTORS' WORLDWIDE SPONSORSHIP OF DAVIS CUP TENNIS
ON DISPLAY AT U.S. TEAM'S FIRST ROUND MATCH THIS WEEKEND**

Kia Serves as Official Worldwide Sponsor and Car of the 2006 Davis Cup

IRVINE, Calif., Feb. 10, 2006 – Kia Motors' global commitment to tennis will be showcased this weekend as part of the festivities surrounding the 2006 Davis Cup by BNP Paribas first round match between the United States and Romania at the La Jolla Beach & Tennis Club in La Jolla, Calif. Earlier this year, Kia renewed its worldwide automobile partner sponsorship with the International Tennis Federation (ITF) through 2008.

Founded in 1900, Davis Cup is the largest annual international team competition in sport, with 133 countries competing this year. Kia Motors, which is also the major sponsor of the Australian Tennis Open, will supply more than 300 vehicles around the world in support of Davis Cup.

“We are pleased that Kia’s partnership with the ITF will bring the action and excitement of Davis Cup competition to American tennis fans this weekend,” said Ian Beavis, vice president, marketing, Kia Motors America. “Tennis is embraced around the world, and we believe Davis Cup is a perfect fit with the ‘exciting and enabling’ characteristics of the Kia brand.”

Kia Motors Corporation (www.kiamotors.com or www.kia.com) -- one of the fastest growing automakers in the world -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 12 manufacturing and assembly operations in seven countries produce more than 1.1 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 160 countries. Kia today has over 32,500 employees and annual revenues of over \$1.5 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. From 2007 to 2014, Kia will be an official automotive partner of FIFA -- the governing body of the FIFA World Cup. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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