



KIA MOTORS

The Power to Surprise®

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News Release

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**KIA FORTE KOUP SELECTED TO “TOP 10 CARS FOR 2010” LIST
BY WWW.PREGUNTEARICARDO.COM**

Forte Koup Selected by Panel of Hispanic Automotive Influencers

- Forte Koup selected as best value in the two-door segment
- Forte Koup chosen for its modern styling, high level of content and great value

IRVINE, Calif., February 11, 2010 – Kia Motors America (KMA) today announced its popular Forte Koup was selected by www.PregunteARicardo.com (Ask Ricardo) as a Top 10 Car for 2010. A panel of Hispanic Automotive influencers were assembled to review and compare which new cars offered the best value for their intended segments. The Forte Koup was selected for its combination of modern styling, content and great value in the two-door segment.

“A distinction from www.PregunteARicardo.com reflects Forte Koup’s impressive styling, abundance of convenience and technology, and a competitive price point that results in the complete package and resonates well with both the Hispanic and general markets,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “The Forte Koup furthers the Kia commitment to providing consumers a performance-inspired vehicle meant to evoke an emotional connection and driving experience.”

The Top 10 Cars for 2010 offer innovative engineering, good exterior design as well as best-in-class ergonomics, excellent ride, outstanding fit and finish, and a complete content package all at a competitive price. The www.PregunteARicardo.com blog is from automotive expert and ASE certified mechanic Ricardo Rodriguez-Long. Since 1990 Hispanic consumers and automotive manufacturers have consulted with Ricardo about car maintenance with the goal of extending the life of their automobiles. This blog is part of www.autoafondo.com, a Spanish language Website dedicated to all things automotive which attracts over 30,000 consumers a month.

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Available in two trims, EX and SX, Forte Koup offers consumers an aggressively styled performance-inspired two-door coupe with an abundance of amenities as well as impressive power. All Forte Koup models feature *Bluetooth*^{®1} wireless technology connectivity with steering wheel-mounted controls that enable voice-activated hands-free operation for compatible cell phones and a six-speaker AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio and three months of complimentary service². For added listening convenience, steering wheel-mounted audio controls also come standard on all models, as well as USB and auxiliary input jacks in the center console with full iPod^{®3} and MP3 controllability via the audio head unit or steering wheel-mounted controls while maintaining a starting price of under \$17,000 (MSRP).⁴

For those looking for extra punch under the hood, Forte Koup is truly a driver's car with options of either a 2.0-liter inline four-cylinder engine (EX models), producing 156 horsepower and 144 pound-feet of torque⁵ that features Continuously Variable Valve Timing (CVVT) and multi-port electronic fuel injection, or an upgraded 2.4-liter inline four-cylinder engine (SX models), also with CVVT, which delivers 173 horsepower and 168 pound-feet of torque⁶.

Kia Product Line

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 vehicle line features the stylish Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built at Kia Motors Manufacturing Georgia (KMMG)⁷, Kia's first U.S.-based manufacturing facility in West Point, Georgia, further enhances the lineup.

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¹ The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license.

² Customers must obtain SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary service not available in Canada, AK or HI. For full terms and conditions please visit SIRIUS.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ iPod[®] mobile digital device connectivity requires the Kia accessory cable. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.

⁴ Price is manufacturer's suggested retail price (MSRP) for base model, excludes destination and handling charges, taxes, title, license, options and dealer charges. Actual prices set by dealer.

⁵ 2.0-liter SULEV-rated engine offers 154 horsepower and 139 pound-feet of torque

⁶ .4-liter SULEV-rated engine offers 165 horsepower and 161 pound-feet of torque

⁷ KMMG vehicles are built with U.S. and globally sourced parts.

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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