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## News Release

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### **KIA SOUL NAMED TO “2010 TOP CARS FOR FAMILIES” LIST BY MOTHERPROOF.COM**

#### ***Urban Passenger Vehicle Named Best Overall Value***

- Top parenting site recognizes Soul for family-focused features
- Kia hatchback offers versatility, safety features, styling and value

**IRVINE, Calif., February 17, 2010** – Kia Motors America’s (KMA) resident halo car, the 2010 Soul urban passenger vehicle, continues to accumulate accolades, having now been named to the “2010 Top Cars for Families” list by online parenting site MotherProof.com as “Best Overall Value.” Also given two “Top Safety Picks” by the Insurance Institute for Highway Safety (IIHS), named one of the “Most Exciting Cars of 2010” by TIME.com, one of “10 Great and Safe Rides for Teens” by *AutoWeek* magazine and most recently the “Best Hatchback of 2010” by online automotive authority Cars.com, visited by more than 10 million car buyers each month, MotherProof.com selected the Soul for its appealing nature, functionality and overall value.

“Shopping for a family vehicle does not mean sacrificing style, affordability or fun and Soul lets parents maintain their individuality while keeping the family safe and stylish with a slew of personalization options and standard safety features,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “As the kick-off to Kia’s largest brand transformation to date, which most recently included the all-new 2011 Sorento crossover, Soul’s wide-ranging appeal continues to receive consumer and media acclaim and bring more and more buyers to Kia showrooms.”

The MotherProof.com awards showcase cars, SUVs and minivans that “mom reviewers” consider to be top vehicles for families in a number of segments, including minivan, three-row SUV or crossover, two-row SUV or crossover, wagon, sedan, fun, overall value, hybrid and best LATCH connectors. Winners are then chosen based on family-friendly criteria set forth by the reviewers, including ease of entrance and exit for all passengers, LATCH connector usability and easy seatbelt usage, among other features.

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Soul offers an immense amount of style and value on top of an extensive list of standard safety features sure to appeal to all families, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors' affordable halo vehicle offers an attractive starting price below \$14,000<sup>1</sup>. Four special edition Souls, based on the Soul+ trim, also are being released throughout the year, including Denim Soul, Ignition Soul and most recently Shadow Dragon Soul. Offering consumers even more ways to customize the Soul, each special edition comes with its own unique exterior color and packaging.

### **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<sup>2</sup>, Kia's first U.S.-based manufacturing facility in West Point, Georgia, further enhances the lineup.

### **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.”

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<sup>1</sup> Price is for base model and does not include destination and handling charges of \$695, and also excludes taxes, title and license fees, additional options and retailer charges. Actual prices set by retailer.

<sup>2</sup> KMMG vehicles are built with U.S. and globally sourced parts.

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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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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