

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA EXPANDS NBA TEAM PARTNERSHIPS**

*Automaker Increases NBA Team Presence in 16 NBA Markets*

**IRVINE, Calif. February 18, 2008** – Kia Motors America (KMA), the “Official Automotive Partner of the NBA,” this season further expanded its NBA team partnerships to 16 teams – more than half of the NBA league. The basketball program represents Kia’s largest U.S. sports marketing effort to date, and is the company’s first-ever direct involvement with franchises from one of the four major sports leagues in the United States.

Kia has been named an “Official Partner” of the Atlanta Hawks, Boston Celtics, Denver Nuggets, Indiana Pacers, New York Knicks, San Antonio Spurs and Seattle SuperSonics, and will serve as a “Proud Partner” to the Charlotte Bobcats, Chicago Bulls, Cleveland Cavaliers, Golden State Warriors, Orlando Magic, Philadelphia 76ers, Phoenix Suns and Portland Trail Blazers. Kia also is named “Official Vehicle” of the Miami HEAT.

“Kia is proud to be a part of such a distinguished organization that also is a perfect fit for our youthful, energetic brand and our dynamic vehicles,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “The team partnerships leverage the excitement of the game in local markets and help us elevate our brand awareness in the respective communities.”

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Kia also is currently the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup, and from 2007 to 2014 will be an official automotive partner of FIFA, the governing body of the FIFA World Cup.

### **About Kia Motors America**

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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