

# NEWS



Kia Motors America, Inc. 111 Peters Canyon Road / Irvine, CA 92606-1790 / Ph:(949) 468-4800 / Fax:(949) 468-4515

**FOR IMMEDIATE RELEASE**

Contact: Alex Fedorak  
Kia Motors America  
(949) 468-4813

## **KIA RONDO NAMED TO PARENTS MAGAZINE AND EDMUNDS.COM**

### **BEST FAMILY CARS 2008 LIST**

*Rondo Listed as a Best Value*

**IRVINE, Calif., February 20, 2008** – The 2008 Kia Rondo was named a “Best Value” by Parents Magazine and Edmunds.com in their annual list of Best Family Cars. Parents cited the optional third row, allowing seating for seven, as just one of the reasons the Rondo is a good choice for families.

“The best thing about Parents Magazine’s recognition is that real parents who drive Rondos everyday with their families are the ones who recognized Rondo for its safety features, great value and amenities,” said Byung Mo Ahn, group president and CEO of Kia Motors America and Kia Motors Manufacturing Georgia (KMMG).

In addition to the third row and the price, Parents listed the hidden storage under the cargo area, split-folding rear seats and the front and rear power outlets, which kids love for plugging in DVD players and MP3 players, as additional benefits of the Rondo. One parent surveyed noted that her family of five was quite comfortable during a round-trip from Indiana to Colorado and noted “the pick-up is nice, and I find it easier to install car seats in it than in any vehicle I’ve ever driven.”

- more -

Parents Magazine and Edmunds.com list cover a range of sizes, styles and price points. The vehicles chosen share a commitment to safety, ranking at or near the top in government and industry crash tests and all offer cutting-edge technology to protect its passengers. Winners must have a strong track record for reliability and performance. Real parents who own the models were asked to judge their vehicle on factors like storage space, ease of car-seat installation and handling.

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).

###