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News Release

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KIA BORREGO GIVEN "BEST BET" DISTINCTION BY *THE CAR BOOK 2010*

Borrego Recognized for Safety and Value in Car Buying Guide's 30th Edition

- Vehicles rated on overall value including safety features, fuel economy and cost of ownership
- Kia Motors honored for fifth consecutive year

IRVINE, Calif., February 25, 2010 – After recently announcing its 15th consecutive year of increased market share, best quarter and sales month ever, and the all-new 2011 Kia Sorento CUV, Kia Motors America (KMA) is proud to announce its Borrego SUV has been recognized as a “Best Bet” by *The Car Book 2010*. This marks the fifth consecutive year that Kia Motors has been recognized for honors by *The Car Book*.

“We are extremely pleased to have Kia Motors once again recognized as a ‘Best Bet’ by *The Car Book*,” said Michael Sprague, vice president, marketing of KMA. “It reflects the continued growth of the Kia brand and the strong quality and value our wide-ranging and diverse lineup brings to market for consumers.”

The Car Book 2010 is an updated and expanded guide to buying a new car, van, truck or SUV. It presents the latest safety ratings, dealer prices, fuel economy, insurance premiums, maintenance costs, tires, as well as a chart of state lemon laws, and is published in cooperation with the Center for Auto Safety.

The Car Book's "Best Bet" distinction, given annually, is based on objective information collected from government and independent sources that evaluate the safety and performance needs of the American consumer. Only cars that have ratings in all of the key Car Book categories – safety features, fuel economy, rollover, front and side crash tests, maintenance and repair costs, warranties, insurance costs, and complaints, with the greatest emphasis placed on crash test performance – are considered as potential "Best Bets."

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"*The Car Book* has long been the consumer's best guide to smart and sensible car buying," said Jack Gillis, author of *The Car Book*. "We appreciate the fact that Kia continues to make a significant contribution to improving the market choices for the American car buyer."

With a government five-star crash safety rating¹, Borrego provides the same high level of standard safety equipment as all Kia vehicles, as well as a standard back-up warning system with ultrasonic sensors, Hill Start Assist Control (HAC), which helps prevent the vehicle from rolling backward when trying to pull away from an uphill gradient, as well as Downhill Brake Control (DBC), which helps keep the vehicle moving straight and steady down steep grades.

Available in LX and EX trims, Borrego's spacious cabin comes well equipped with a slew of standard convenience features, including: air conditioning; power door locks, windows and mirrors; keyless entry; cruise control and an AM/FM/CD/MP3 six-speaker audio system to keep its passengers entertained and comfortable. Complementing the audio system, Borrego comes standard with USB and auxiliary input jack and is the first Kia vehicle to offer SIRIUS Satellite Radio with three months of complimentary service². The midsize SUV also offers voice-activated navigation, with a Rear Seat Entertainment Package that includes an eight-inch widescreen television (EX models) for passenger entertainment during long car rides or around-town adventures.

Borrego sports class-leading towing of up to 7,500 pounds when partnered to the V8, and up to 5,000 pounds with the V6, Borrego offers unmatched capabilities for a weekend of camping or outdoor lifestyle activities. Borrego models with 4WD feature the second generation full-time Torque-on-Demand[®] system from BorgWarner, which uses electronic sensors to monitor road conditions and distribute power to the appropriate wheels. Borrego is able to achieve best-in-class³ fuel economy for an engine of its kind with an EPA rating of 15/22 city/highway for the V8 with 2WD and 15/20 city/highway for the 4WD – perfect for families on the go as well as for long road trips. When the V6 is under the hood, Borrego is able to achieve competitive fuel economy of 17/21 city/highway (2WD) and 16/21 city/highway (4WD).

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¹ Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SABs).

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 Borrego '09 EPA estimates compared to '08 EPA highway estimates for midsize SUVs with V8/2WD. (Actual mileage may vary)

Kia Product Line

In addition to the Borrego, Kia 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 Georgia¹, Kia's first U.S.-based manufacturing facilities 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."

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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¹ KMMG vehicles are assembled in the United States from U.S.- and globally sourced parts.