

FOR IMMEDIATE RELEASE

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KIA CONTINUES WITH STRONG SALES NUMBERS

Sportage Sales Up 79 Percent

IRVINE, Calif., March 1, 2000 - Kia today announced sales of 11,392 vehicles for the month of February, nearly 69 percent higher than last February.

Monthly sales of the Sportage sport-utility vehicle reached 4,665 units, up 79 percent from a year ago. Sales of the Sephia compact sedan - 6,421 units - were up 65 percent over last February, and Sportage 2-Door Convertible sales of 306 units represent a 38 percent increase. Healthy year-to-date sales of 19,535 units are 21 percent higher than last year.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

Model	MONTH OF FEBRUARY		YEAR-TO-DATE	
	2000	1999	2000	1999
Sephia	6,421	3,886	11,394	8,006
Sportage	4,665	2,596	7,621	7,635
Sportage 2-Door Convertible	306	221	520	523
Total	11,392	6,703	19,525	16,164