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KIA CONTINUES WITH STRONG SALES NUMBERS

IRVINE, Calif., March 1, 2001 –Kia announced today vehicle sales of 12,665 for the month of February, an increase of 10 percent over February 2000.

The Rio subcompact sedan led the way with 3,784 units sold, followed by Sephia sales of 3,513. The Optima midsize sedan continued its early success, posting sales of 1,256 units in only its second full month on the market. The strong showing in February, following a successful January, has Kia's year-to-date sales – 25,178 units - up 22% from 2000.

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

<u>Model</u>	<u>MONTH OF FEBRUARY</u>		<u>YEAR-TO-DATE</u>	
	2001	2000	2001	2000
Optima	1,256	n/a	2,913	n/a
Rio	3,784	n/a	7,072	n/a
Sephia	3,513	6,421	6,697	11,394
Spectra	1,367	n/a	3,099	n/a
Sportage	2,580	4,665	5,065	7,621
Sportage 2-Door Convertible	165	306	332	520
Total	12,665	11,392	25,178	19,535

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