

NEWS



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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES FEBRUARY SALES UP 10 PERCENT

Month Highlighted by Strong Spectra Sales and Rich Product Mix

IRVINE, Calif., March 1, 2005 - Kia Motors America (KMA) today announced monthly sales of 20,454 vehicles during February 2005, a 10.1 percent increase over the same month in 2004. Year-to-date sales for KMA totaled 37,608 vehicles, representing a 5.6 percent increase.

“With growing awareness and availability of the Spectra5 hatchback, we are seeing a strong response to this stylish, fun-to-drive vehicle,” said Peter M. Butterfield, president and CEO of KMA. “And with the all-new Sportage now arriving at dealerships, we’re adding even more depth to an already strong product lineup. In fact, 72 percent of our sales are coming from our richer vehicle mix of midsize cars, minivan and SUVs. We expect to continue this momentum as we reach full distribution for Sportage and launch the marketing support later this month.”

Spectra sales totaled 3,293 for the month, representing a 43 percent increase over February 2004. The Sedona minivan and Amanti sedan continue their strong performance. Sedona reported 5,037 units sold, a 32.8 percent increase over the same period last year, and Amanti posted a 17.5 percent increase with sales totaling 1,854 units. Now just arriving in dealerships, the Sportage compact SUV sold 655 units for the month.

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

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<u>Model</u>	<u>MONTH OF FEBRUARY</u>		<u>YEAR-TO-DATE</u>	
	2005	2004	2005	2004
Optima	3,846	3,769	7,483	7,919
Rio	2,363	2,820	4,624	5,176
Sedona	5,037	3,794	7,543	6,939
Spectra	3,293	2,302	6,288	4,722
Sportage	655	6	682	21
Sorento	3,406	4,317	6,786	8,289
Amanti	1,854	1,578	4,202	2,546
Total	20,454	18,586	37,608	35,612

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