

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES FEBRUARY SALES**

### **Best February Ever Keeps Company on Pace for Another Consecutive Record Sales Year**

IRVINE, Calif., March 1, 2006 – Kia Motors America (KMA) today announced its best February sales ever of 20,719 units, a 1.3-percent increase over the same period in 2005 and a 3.2-percent increase year to date. Total sales are also up 14 percent from the previous month. The Sedona minivan had its best February ever and was the leading seller at 5,425 units. Both the Kia Spectra and Kia Sorento were strong sellers, with 4,103 and 3,472 units sold respectively.

“We’re extremely proud of our best February sales month ever,” said Len Hunt, executive vice president and COO of KMA. “As evidenced by the all-new Sedona, the word is spreading that Kia is redefining value by surprising consumers in terms of what’s possible in automotive safety, style performance, fit and finish and smart packaging.”

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Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

<b>Model</b>	<b><u>MONTH OF FEBRUARY</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2006</b>	<b>2005</b>	<b>2006</b>	<b>2005</b>
Rio	2,667	2,363	4,660	4,624
Spectra	4,103	3,293	6,906	6,288
Optima	1,516	3,846	2,782	7,483
Amanti	524	1,854	1,131	4,202
Sportage	3,012	655	6,223	682
Sorento	3,472	3,406	6,218	6,786
Sedona	5,425	5,037	10,909	7,543
<b>Total</b>	<b>20,719</b>	<b>20,454</b>	<b>38,829</b>	<b>37,608</b>

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