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News Release

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KIA MOTORS AMERICA ANNOUNCES BEST FEBRUARY SALES EVER

All-New 2011 Sorento CUV is Kia's Best-Selling Vehicle for the Second Consecutive Month

IRVINE, Calif., March 2, 2010 – Kia Motors America (KMA) today announced the brand's best February sales ever of 24,052 units, a 9-percent increase over the same period last year and 2.3-percent over the previous February sales record of 23,512 set in 2007. February sales were led for the second consecutive month by the all-new 2011 Sorento CUV, which hit dealerships nationwide in early January and is the brand's first U.S.-built vehicle¹. Sorento posted sales of 8,207 units, an 11-percent increase over January.

"In addition to being our best-selling vehicle for the second month in a row, the all-new Sorento also is bringing new, more affluent customers into our showrooms and indicates the growing interest in the Kia brand," said B.M. Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Having recently celebrated the grand opening of Kia's first U.S.-based manufacturing plant in West Point, Georgia, Sorento's strong performance validates the investments Kia has made in the U.S. market as more and more consumers are recognizing our commitment to quality, safety, design, value and technology."

Kia Motors 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 launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be built at the company's first U.S.-based manufacturing facilities in West Point, Georgia, builds on the momentum established in 2009 with the introduction of the Soul urban passenger vehicle and the Forte compact sedan and two-door Forte Koup.

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

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. 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.

<u>Model</u>	<u>MONTH OF FEBRUARY</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	1,949	1,072	4,347	2,728
Spectra	55	2,772	102	8,582
Forte	4,333	n/a	8,064	n/a
Optima	2,471	2,433	5,633	4,631
Amanti	38	1,360	66	1,543
Sportage	1,088	2,783	1,850	6,912
Sorento	159	3,598	632	7,219
MY'11 Sorento	8,207	n/a	15,605	n/a
Sedona	978	6,211	1,906	8,781
Rondo	465	1,339	821	2,996
Borrego	709	471	1,403	743
Soul	3,600	34	5,745	34
Total	24,052	22,073	46,174	44,169

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