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KIA CONTINUES UPWARD MOMENTUM WITH RECORD FEBRUARY

Sale Of 1 Millionth Kia Highlights Month's Sales

IRVINE, Calif., March 3, 2003 – Kia hit a major milestone in the month of February by selling its one millionth vehicle in the U.S., with the best February in the company's history at 17,769, a one percent increase over the same month in 2002. Kia's year-to-date sales of 36,293 were up six percent versus the same period last year.

“When Kia entered the U.S. market just over nine years ago very few industry experts expected the brand would still be around today, much less sell one million vehicles in that period of time,” said Peter M. Butterfield, Kia's president and chief executive officer. “This is a testament to Kia's perseverance and commitment to the U.S. market. In February we demonstrated that yet again by recording a sales increase despite blizzards in the East, ice in the South and softening consumer confidence around the country.”

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>	
	2003	2002	2003	2002
Optima	1,703	2,290	3,550	4,813
Rio	2,897	4,676	5,937	8,396
Sedona	2,940	2,535	5,786	4,753
Spectra	5,878	4,705	11,850	8,986
Sportage	1,253	3,303	2,955	7,135
Sorento	3,098	n/a	6,209	n/a
Total	17,769	17,509	36,293	34,083

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