

NEWS



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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES FEBRUARY SALES

IRVINE, Calif., March 3, 2008 – Kia Motors America (KMA) today announced February sales of 21,988 units and year-to-date sales of 43,343 units.

Rio and Spectra sold 2,875 units and 5,133 units respectively, both increases over the same period last year. Rondo, recently recognized as a “Best Value” on the *Parents Magazine* and Edmunds.com Best Family Cars list, sold 3,616 units, also an increase over the same period last year.

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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>	
	2008	2007	2008	2007
Rio	2,875	1,641	5,584	3,265
Spectra	5,133	4,545	9,991	8,818
Optima	2,806	2,906	6,792	5,107
Amanti	184	1,226	383	1,793
Sportage	3,551	3,937	6,615	7,411
Sorento	1,369	3,348	2,582	6,308
Sedona	2,454	4,981	4,554	11,928
Rondo	3,616	928	6,842	1,406
Total	21,988	23,512	43,343	46,036

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