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News Release

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KIA BORREGO AWARDED NEW ENGLAND MOTOR PRESS ASSOCIATION (NEMPA) 2009 WINTER VEHICLE AWARD

Kia Midsize SUV Named Best-in-Class Sport Utility Vehicle Between \$25,000-\$35,000

- Borrego offers notable combination of power, fuel economy, towing capacity and warranty
- Midsize SUV also recognized for adaptability in cold-weather conditions

IRVINE, Calif., March 3, 2008 – Kia Motors America (KMA) today announced the 2009 Kia Borrego has been given the “Best-in-Class Sport Utility Vehicle \$25,000-\$35,000” award as part of the New England Motor Press Association (NEMPA) 2009 Winter Vehicle Awards competition. Also selected as the “Best Kept Secret” in the Autobyte.com/MyRide.com Editors’ Choice Awards and given a “Best Bet” distinction by *The Car Book 2009*, Borrego (which tied with the 2009 Honda Pilot) was honored for its powerful V8 engine, towing capacity, impressive fuel economy, outstanding warranty and ranked higher than the Volkswagen Tiguan, Jeep Commander, Dodge Durango, Land Rover LR2, Hummer H3 and Hyundai Veracruz.

"Having Borrego recognized by NEMPA as a top winter vehicle is a testament to the vehicle’s true capabilities," said Michael Sprague, vice president of marketing, KMA.

"Characteristics including ample passenger and cargo space, towing capacity and impressive fuel economy make it a viable option for those who live in a cold-weather region without having to sacrifice price or comfort."

Voted on by members of NEMPA, winners of the annual NEMPA Winter Vehicle Awards must be all- or four-wheel-drive and are awarded for the vehicle’s ability to meet the needs and comfort of the typical New England driver in cold-weather conditions. Borrego’s winter-friendly features including seat heaters, Downhill Brake Control (DBC) and Hill Start Assist Control (HAC) also were taken into consideration during voting. The NEMPA organization is comprised of the top members of the automotive media in the New England area.

Kia Borrego Awarded NEMPA 2009 Winter Vehicle Award

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Borrego is offered with a DOHC, all-aluminum 3.8-liter V6 as well as Kia's first-ever DOHC 4.6-liter V8 engine, also all-aluminum; both engines are more powerful than any in Kia's line to date. While the V6 produces a competitive 276 horsepower at 6,000 rpm with 267 pound-feet of torque at 4,400 rpm, the V8 generates a class-leading¹ 337 horsepower at 6,000 rpm with 323 pound-feet of torque at 3,500 rpm – more powerful than the Toyota 4Runner, Nissan Pathfinder, Honda Pilot, Ford Explorer, Chevrolet Trailblazer, Jeep Grand Cherokee and GMC Acadia. Borrego runs on regular unleaded fuel compared to some other competitors that require premium unleaded, and achieves best-in-class² fuel economy of 15/22 city/highway for its V8 with two-wheel drive, and a respectable 15/20 city/highway for its V8 with four-wheel drive.

2009 Product Line

Kia Motors America offers a dynamic and diverse product line of 11 vehicles to meet the needs of all lifestyles. The 2009 vehicle line features the functional Rondo CUV and award-winning Sedona minivan along with a wide variety of popular passenger cars, including the refined Amanti full-size sedan, purposeful Optima midsize sedan, versatile and compact Spectra and Spectra5, and sporty yet fuel efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego, rugged Sorento and value-packed Sportage SUVs. The 2010 Soul will further complement the lineup when it arrives in dealerships this spring.

About Kia Motors America

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 2008, KMA recorded its 14th 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.

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¹ Compared to '08 midsize SUVs

² Comparison to 2008 EPA highway fuel economy estimates for midsize SUVs with V8 2WD. Actual mileage may vary.