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News Release

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KIA MOTORS' INAUGURAL MOTORSPORTS SEASON CONTINUES AT HOMESTEAD SPEEDWAY

Two Forte Koups Prepped for GRAND-AM's Homestead 200 on March 6th

- Kia Motors and Kinetic Motorsports have refined the Forte Koup race cars in preparation for the second race of the 2010 GRAND-AM Continental Tire Sports Car Challenge Series
- HD Radio™ Technology joins Kia's U.S. motorsports program as an official sponsor

IRVINE, Calif., March 4, 2010 – Following a top-20 finish in Kia Motors' first-ever auto race on U.S. soil, the Infinity Audio Kia Forte Koups return to the track this weekend for the Homestead 200 on March 6 at Homestead-Miami Speedway. Applying the lessons learned from 2.5-hours of road racing during the first GRAND-AM Continental Tire Sports Car Challenge Series event at Daytona Speedway, Kia's racing partner, Kinetic Motorsports, has made several modifications and adjustments to improve and enhance the Forte Koups' speed and responsiveness to driver input.

Following the debut in Daytona, Kinetic Motorsports has embarked on a header development program to improve engine breathing and oil levels, adjusted shifter cables to avoid overtravel and deliver more precise gear changes, and changed brake pedal feel based on driver feedback. Recent testing revealed improvements in platform stability and braking response while reliability remains strong.

"While we were pleased to reach the track and the initial result in Daytona, we know there is a lot more potential in the Kia Forte Koups and we've already seen significant performance improvements since the first race," said Nic Jönsson, driver of the No. 10 car. "Despite the lack of racing experience in Kia's DNA, there is no question that we are headed in the right direction with the Forte Koup development program and we are confident we will be faster at Homestead and as the season progresses."

In their debut event, the No. 12 car piloted by the 2007 GRAND-AM ST champions Trevor Hopwood and Adam Burrows proved to be a reliable performer and finished 19th after starting in the 31st position. Meanwhile, the No. 10 car piloted by Nic Jönsson and Andy Lally provided an in-cockpit view of the race from its roof-mounted and in-car SPEED TV cameras, which will once again be utilized at Homestead.

In addition to mechanical refinements, the No. 10 and No. 12 Kia Forte Koups will also have a slightly altered appearance at Homestead with the addition of HD Radio Technology as an official sponsor of KMA's motorsports program. HD Radio Technology, invented by iBiquity Digital Corporation, is the DIGITAL evolution of AM and FM radio, adding new features like crystal-clear sound, new local FM channels, on-screen information and much more – all 100% Subscription Free. HD Radio Technology will be available on select 2011 model year Kia vehicles.

The Forte Koup's performance-inspired styling and outstanding driving dynamics are a perfect fit for road racing, making Kia Motors' first two-door coupe the logical choice for KMA's initial motorsports efforts. The two-door, front-wheel-drive race cars utilize the Forte Koup production car's 2.4-liter inline four-cylinder engine.

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 and recently achieved its best quarter of sales ever. 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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