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News Release

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KIA MOTORS' STATE-OF-THE-ART U.S. MANUFACTURING FACILITY IS FEATURED IN A SEGMENT OF THE HISTORY™ CHANNEL'S HIT SERIES *MODERN MARVELS*

All-New 2011 Kia Sorento CUV Production Process Shown Start to Finish

- In-depth look at advanced automotive manufacturing
- Interactive plant tour features facts and images of automotive production

IRVINE, Calif. – March 4, 2010 – Premiering tonight at 8 p.m., an episode of the hit series on HISTORY™ *Modern Marvels*, will feature a segment on Kia's first U.S. auto assembly plant, Kia Motors Manufacturing Georgia (KMMG), and the production of the all-new 2011 Sorento CUV. As part of the segment, *Modern Marvels* will present an in-depth, behind-the-scenes look at automotive manufacturing, advanced techniques and state-of-the-art technology used in Kia's brand new manufacturing plant.

As with all episodes of *Modern Marvels*, viewers are able to visit www.history.com for a deeper dive and more information. In addition, at History.com/tour, viewers will find information specific to this episode of *Modern Marvels* on how to build a car, as well as about other *Modern Marvels*' episodes, such as how to demolish a building, build a modular home and build a golf club. The History.com tour site also will provide an interactive virtual plant tour of KMMG's facilities that features video, imagery and facts about the various stages of production of Kia vehicles. Through the interactive plant tour, visitors can see selected views of the Kia plant and learn how Kia is revolutionizing the auto manufacturing business.

"There is an innate curiosity for viewers to see how a car is produced from raw materials to a finished product and the opportunity to be part of HISTORY's popular series, *Modern Marvels*, is a natural fit as our new state-of-the-art manufacturing plant utilizes the latest in automotive manufacturing technology to assemble the 2011 Sorento," said Michael Sprague, vice president of marketing, Kia Motors America. "Introducing new audiences to the Kia brand is a priority and innovative and educational programs such as *Modern Marvels* enable us to increase brand familiarity in captivating ways."

All-New Kia Sorento CUV

Completely redesigned for the 2011 model year, the all-new Sorento is a modern CUV that is just the right size for today's consumer. Sorento now employs a unibody design with the ability to comfortably fit up to seven passengers, offering more space and ride comfort than the previous-generation model, as well as easy handling. In addition to offering a comfortable ride, impressive technology features also come standard throughout, including an AM/FM/CD/MP3/Sat audio system with SIRIUS® Satellite Radio capabilities and three months complimentary service¹. Also standard on all models are auxiliary and USB audio input jacks for connecting personal MP3 players and *Bluetooth*®² wireless technology connectivity with steering wheel-mounted voice activation controls to enable hands-free operation for all compatible mobile phones. Available push button-start ignition with smart key, rear sonar back-up sensors, voice-activated navigation, rear view back-up cameras and air ionization purification technology complete the modern and high-tech driving experience.

With two new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as the recently announced UVO powered by Microsoft®³ infotainment system (to be available in select Kia models in the U.S. beginning in summer 2010). 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 assembled⁴ at Kia's first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

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."

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⁴ Kia vehicles assembled at the Kia U.S. plant are built in the U.S. with U.S. and globally sourced parts.

Kia Motors Collaborates with HISTORY™ Modern Marvels
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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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