



KIA

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KIA TAKES ‘REALITY’ APPROACH WITH SEDONA

Spotlight on Government Safety Rating In New Spots from davidandgoliath

LOS ANGELES, Calif., March 10, 2003 – Kia Motors America, Inc. (KMA) has launched its newest national product campaign featuring the 2003 Sedona minivan. In a series of refreshing and humorous TV spots created by davidandgoliath, the new campaign, entitled “Protect Them When You Can,” uses real-life family situations that create a logical connection to Sedona’s five-star safety rating, the highest awarded by the National Highway Traffic Safety Administration (NHTSA).

“While Sedona has done a great job attracting new customers to the Kia brand, the minivan segment is one of the most competitive in the industry”, said KMA Vice President of Marketing Wally Anderson. “This new creative direction will help us continue capturing the attention of buyers looking for value, quality and safety for their family transportation.”

The latest campaign establishes the notion that it’s difficult to protect your family from day-to-day mishaps, but with the 2003 Sedona at least you’ll know you’ve taken all the right precautions to ensure their safety on the road. The recently introduced tagline,

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“Make Every Mile Count,” will serve as a reinforcement of the safety premise carried throughout the series of 30-second spots.

“The takeaway is really quite simple,” said Kia Account Director Mike Dillon. “The Kia Sedona offers you more value and comfort than you probably expected, as well as the peace of mind of knowing it comes with the federal government’s highest safety rating.”

The first in a series of three TV spots, “Pinata” is set to debut on March 10 across network and highly targeted cable programs, with the rollout of additional model and brand spots to follow. The new work relies on observational hand-held camera techniques to display a series of unfolding events that tie in its theme in an authentic manner.

“Kia is all about identifying with everyday people and everyday issues,” said dng Creative Director Nigel Williams. “Protecting your kids is a primary concern for any parent, and anyone who has kids can identify with these commercials.”

In addition to the tagline, Kia’s 10-year/100,000 mile warranty will remain an integral component of each piece.

Sales of the Sedona for the first two months of the year were up 21 percent compared to the same period last year, and Kia’s full line sales for both January and February were the best in the company’s history, despite a decline in overall industry sales.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. For more information about Kia visit www.kiamedia.com.

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