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News Release

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KIA MOTORS AMERICA DEBUTS OFFICIAL SOUL SAFETY CAR THIS WEEKEND

Customized Soul Sport to Serve as Official Safety Car for Nitto Tires U.S. Touring Car Championship for 2010 Race Season

- Soul *sport* customized by GOGOGEAR promotions to pace the field at Infineon Speedway
- Fuel-efficient Soul to be showcased at seven USTCC events

IRVINE, Calif., March 19, 2010 – Kia Motors America (KMA) will debut a highly modified Soul urban passenger vehicle as the Official Safety Car of the U.S. Touring Car Championship (USTCC) circuit sanctioned by the National Auto Sport Association (NASA) at the season opener race on March 21 at Infineon Speedway in Sonoma, Calif. Based off of the Soul *sport*, which receives 30 MPG/hwy and modified by GOGOGEAR promotions for this role, this specially equipped vehicle features an upgraded suspension and tires for handling during the USTCC race series while the strobe lights inside the headlights, taillights and the light bar are some of the same components used on many police and emergency response cars.

“To further demonstrate its practical capabilities, Soul is helping the Kia Motors brand with its U.S. debut into the world of motorsports this year by increasing the vehicle’s profile and recognition among automotive and racing enthusiasts,” said Michael Sprague, vice president, marketing of KMA. “We have created awareness within the motorsports community during our inaugural motorsports season in the GRAND-AM Continental Tire Sports Car Challenge Series and look forward to future motorsports initiatives.”

First seen at SEMA 2009, the modified Soul *sport* features enhanced aerodynamics, low friction synthetic Mobil 1 engine oil, a custom free flow Borla exhaust, a light weight Optima battery, Whelen Engineering strobe lights, light weight Konig wheels, low resistance BF Goodrich tires as well as a short ram intake by Takeda to further enhance efficiency.

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In addition to the March 21 race at Infineon Speedway, the GOGOGEAR Soul is scheduled to pace the following events:

- April 24-25, Thunderhill Raceway; Willows, Calif.
- May 22, Thunderhill Raceway; Willows, Calif.
- June 26-27, Infineon Raceway; Sonoma Calif.
- July 31-August 1, AutoClub Speedway; Fontana, Calif.
- August 21, Thunderhill Raceway; Willows, Calif.
- October 9-10, Infineon Raceway; Sonoma Calif.

The USTCC series, sanctioned by NASA, is modeled after European touring car races and features production-based sedans that have been modified for maximum performance, including enhanced chassis and suspensions. NASA organizes activities for aspiring and accomplished racers with race cars and high performance street-driven vehicles. Its programs allow enthusiasts to enjoy the full performance capabilities of their performance vehicles in a safe and controlled environment. For more information, visit: www.drivenasa.com.

About Kia Soul

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors' affordable halo vehicle offers an attractive starting price below \$14,000¹. Four special edition Souls, based on the Soul+ trim, also are being released throughout the year, including the Denim Soul, Ignition Soul and most recently Shadow Dragon Soul. Offering consumers even more ways to personalize Soul, each special edition comes with its own unique exterior color and packaging.

The uniquely styled Soul offers an extensive list of standard safety features, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

¹ Price is manufacturer's suggested retail price (MSRP) for base model, excludes destination and handling charges of \$695, taxes, title, license, options and dealer charges. Actual prices set by dealer.

Kia Motors in 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 vehicle line features the stylish Forte compact sedan and two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled at Kia Motors Manufacturing Georgia¹, Kia's first U.S.-based manufacturing facilities in West Point, Ga., further enhances the lineup.

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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¹ KMMG vehicles are assembled with U.S. and globally sourced parts.