

NEWS



Kia Motors America, Inc. 9801 Muirlands Blvd. / Irvine, CA 92618-2521 / Ph: (949) 470-7000 / Fax: (949) 470-2809

FOR IMMEDIATE RELEASE

Contact: Stephanie Goddard
Zeno Group for Kia
310-566-3982

KIA MOTORS TAKES THE ALL-NEW 2006 SEDONA MINIVAN TO THE PEOPLE IN ITS FIRST-EVER CONSUMER RIDE-AND-DRIVE PROGRAM

Sedona Drive to Surprise Tour Will Visit 18 Markets Throughout the Country

IRVINE, Calif., March 20, 2006 – Kia Motors America, Inc. (KMA) has kicked off its first-ever consumer ride-and-drive program as part of the manufacturer's overall marketing efforts supporting the all-new 2006 Kia Sedona minivan. The Kia Sedona Drive to Surprise tour marks the first time Kia has created a ride-and-drive experience in places where consumers live and play. The first tour stop took place in Los Angeles on March 18-19, and now continues through November to 23 unique venues in 18 markets throughout the country.

Kia has joined forces with three strategic partners to reach potential consumers in locations that match their lifestyle and present an opportunity to participate in on-the-spot test drives. Partner Rocket Event Solutions works with national brands by designing weekend youth soccer tournaments and national tours to reach families in specific market segments. To reach the Hispanic community, Kia has aligned with Celebrando Contigo™, a national touring Latino Entertainment & Lifestyle Festival. This series of events features ethnic foods, headline music and entertainment, and FanFest Experiences from Professional Sports leagues held in the top 5 U.S. Hispanic markets. Additionally, Kia will leverage other relationships to interact with the African American and Asian consumers through selected entertainment and dining properties.

“The Sedona marketing efforts represent our most integrated launch to date, with a diversified mix of television, print, outdoor, online, direct marketing and event activities that touch our target consumer in a variety of ways,” said Ian Beavis, vice president of marketing for KMA. “This launch is an example of the creativity and integrated approach to new product introductions that you will continue to see from Kia in the future.”

- more -

NEWS



Kia Motors America, Inc. 9801 Muirlands Blvd. / Irvine, CA 92618-2521 / Ph: (949) 470-7000 / Fax: (949) 470-2809

The first Kia Sedona Drive to Surprise tour stop took place at an American Family Soccer tournament in the Los Angeles suburb of Thousand Oaks. Parents took the opportunity between soccer matches to experience the all-new Sedona minivan first-hand and learn about the class leading standard safety features as well as performance, comfort and convenience benefits the vehicle has to offer in a non-sales environment. Each Sedona Drive to Surprise tour stop includes a similar experience, with vehicle displays highlighting key product features and competitor comparisons. Product specialists are on hand to answer consumer questions and qualified driving coaches accompany guests on a five minute test drive.

The Kia Sedona Drive to Surprise tour is scheduled to visit Los Angeles; Orange County, Calif.; Phoenix; Dallas; Houston; Atlanta; Tampa, Fla.; Miami; Orlando, Fla.; Greensboro, N.C.; Indianapolis; Springfield, Va.; Washington, D.C.; Chicago; Denver; Philadelphia; Minneapolis; and New York.

Kia has enlisted the services of Automotive Marketing Consultants, Inc. (AMCI) for concept development and execution of the Kia Sedona Drive to Surprise tour. AMCI, the world's premiere event marketing company since 1982, is a member of the international Omnicom family of companies. AMCI is headquartered in Marina del Rey, CA, with additional offices in California, New York and Detroit. In addition to event marketing design and production, AMCI offers industry-leading testing, evaluation and consultation services. For more information about AMCI, visit www.amcimarketing.com.

Kia Motors America -- the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea -- offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit www.kiamedia.com.

###

