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FOR IMMEDIATE RELEASE

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QUIRK KIA EARNS TOP HONOR FOR OUTSTANDING SERVICE AND SALES

Quirk Kia Named Best in Customer Service Satisfaction and Vehicle Sales For Second Year

IRVINE, Calif., March 24, 2004 — Kia Motors America, Inc. (KMA) today announced Dan Quirk, owner of Quirk Kia, as the winner of the coveted 2004 Pinnacle Award for the dealership's unprecedented customer service satisfaction and vehicles sales within one of Kia's four region's. KMA awards this special honor only when a retailer is #1 in customer service satisfaction and is largest in vehicles sales within one of Kia's four regions.

Quirk Kia achieved top sales and customer satisfaction ratings in 2003, despite last year's cautious-consumer car market. Quirk Kia is now a two-time winner of the Pinnacle Award, having been awarded for their successes in July 2003. It is the only Kia dealership to achieve this distinction.

"This incredible achievement is a perfect example of a dealership's commitment to consumer satisfaction," said Peter M. Butterfield, President & CEO, Kia Motors America. "Quirk Kia continues to deliver top sales and excellent customer service, earning the respect of both the company and the many car buyers in the thirteen state Eastern region."

Twice each year, Kia acknowledges its best retailers nationwide based on exceptional performance results and outstanding customer service standards. Members of this elite group receive the Pinnacle Award and company-wide recognition, including a bronze eagle and Lucite plaque.



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Pinnacle Award

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"I am very honored to receive the Pinnacle Award," said Quirk. "And I'm proud to say that the high level of service we provide our customers has enabled us to grow our sales volume to a leadership role in Kia's Eastern region."

An award ceremony will take place Thursday, March 25, 2004 at the Newton Marriott, 2345 Commonwealth Avenue, Newton, MA 02466, at 12:30 P.M.

Kia Motors America, the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea, offers a full line-up of vehicles, including: Rio subcompact sedan and Rio Cinco wagon; 4-door and 5-door Spectra compact sedans; Optima midsize sedan; Sorento midsize SUV; Sedona minivan; and Amanti large premium sedan.

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