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News Release

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KIA MODELS RECOGNIZED IN EDITORS' PICK LISTS

Three Kia Vehicles Commended by MSN Autos for Quality, Space and Comfort

- Spectra and Rio5 named to Top 10 Cars for Less Than \$15,000 List
- Rondo a top pick for Best Family Cars for Downsizing

IRVINE, Calif., March 26, 2009 – Kia Motors America (KMA) today announced the 2009 Kia Spectra, Rio5 and Rondo have been included in two MSN Autos Editors' Top Pick lists. Kia Spectra (LX) and Rio5 are named to the "Top 10 Cars for Less Than \$15,000" list and Rondo is a top pick for "Best Family Cars for Downsizing." The three vehicles are lauded for offering attractive pricing on top of an impressive combination of quality, space, comfort, value and warranty.

"These days, consumers are looking for ways to make their money go further and the Kia Spectra, Rio5 and Rondo models are just a snapshot into Kia's full line of vehicles that make economical sense," said Michael Sprague, vice president of marketing, KMA. "By offering high-quality vehicles with wide-ranging amenities and comprehensive safety features, Kia vehicles are continuing to be recognized by top industry automotive review sites like MSN Autos."

Spectra, noted for its front and back passenger space, audio system and comprehensive warranty, meets the needs of consumers looking for the total package at a significant value. While Rio5 is the "hip younger sibling" to the Kia Spectra, according to MSN Autos, it is recognized for SIRIUS Satellite Radio, standard CD/MP3 capabilities, air conditioning and 60/40 split-folding rear seats that give way to its large hatch area. Both vehicles also achieve impressive gas mileage, Spectra with a mpg of 23/30 M/T and 24/32 A/T (city/highway), while Rio5 offers a frugal fuel economy of 27/32 M/T and 25/35 A/T.

Recognized in the "Best Family Cars for Downsizing" category that identifies those vehicles with a starting price lower than \$25,000 and offers the best mix of cargo capacity, safety, reliability, features and value, Rondo is noted for its seven-passenger seating capacity along with top safety features, solid reliability, interior space and "impressive fit and finish." Fuel economy for the 2.4-liter engine is 20/27 A/T (city/highway), while the 2.7-liter V6 is 18/26 A/T.

Kia Rio5, Spectra and Rondo Named to MSN Autos Editors' Pick Lists

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MSN Autos developed the Editors' Pick lists by collecting feedback from industry analysts and conducting test drives. It is the largest global network of online automotive sites, providing consumers with comprehensive research, buying and ownership services.

2009 Product Line

Kia Motors America offers a dynamic and diverse product line of 11 vehicles to meet the needs of all lifestyles. The 2009 vehicle line features the functional Rondo CUV and award-winning Sedona minivan along with a wide variety of popular passenger cars, including the refined Amanti full-size sedan, purposeful Optima midsize sedan, versatile and compact Spectra and Spectra5, and sporty yet fuel efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego, rugged Sorento and value-packed Sportage SUVs. The Soul further complements the lineup as it arrives at dealerships nationwide.

About Kia Motors America

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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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