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News Release

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KIA SOUL COMMERCIAL NAMED AUTOMOTIVE TV AD OF THE YEAR

Music-Loving Hamsters Showcased Kia's New Five-Door Hatchback as "A New Way To Roll"

- Spot featured four different and downloadable music tracks
- Soul hamster campaign contributed to strong sales for Kia's affordable halo car

NEW YORK, March 31, 2010 – Already a recipient of numerous accolades including a “2010 Automotive Excellence Award” from *Popular Mechanics* and being recognized as the “Best Hatchback of 2010” by Cars.com, the new 2010 Kia Soul was honored yet again today at the Nielsen Automotive Advertising Awards event in conjunction with the New York International Auto Show when the TV commercial for the uniquely styled urban passenger vehicle was named “Automotive Ad of the Year.”

Created by David&Goliath, the Soul spot depicts city and suburban streets inhabited exclusively by hamsters who are mindlessly running in place inside their exercise wheels until a molten red Kia Soul pulls up to a stoplight and the passenger window rolls down to reveal a trio of paw-tapping, music-loving hamsters who have discovered “A New Way to Roll.”

Portraying Soul as a lounge on wheels with its highly specified audio system that includes speaker lights that pulse to the beat of the music, the hamsters bob their heads to four different music tracks that appear in slightly different versions of the spot to keep each viewing fresh. Viewers with a sharp eye can identify song and artist information on the hamsters' iPod screen, and the campaign extended online with each track available for download at www.kiasoul.com.

“The Soul was designed to stand out in a sea of sameness and that same philosophy guided the creative development of the hamster campaign and to position Soul as Kia's affordable halo vehicle,” said Michael Sprague, vice president, marketing, Kia Motors America. “Soul was the first vehicle to emerge from Kia's design-led transformation, and the hamsters quickly became a viral success and grabbed the attention of young and young-at-heart buyers looking for something with a unique personality and turned Soul into an overnight sales success story for the brand.”

Kia Soul Commercial Named Automotive Ad of the Year

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The Nielsen Automotive Advertising Awards are based on results from Nielsen IAG's National Ad Effectiveness Study which employs an online panel of TV viewers who have watched programs within a natural viewing environment (as opposed to a clinical research environment) in the past 24 hours. Panelists answer survey questions about the programs they watched and the commercials they were exposed to. Finalists for the 2010 IAG Automotive Advertising Awards are determined based on ad performance results from commercials which were launched in calendar year 2009

"Truly effective advertising starts with a great creative idea," said Nielsen Automotive President Lois Miller, "When you combine that idea with a memorable and unique hook that grabs viewers' attention, you are going to get the results that we saw from Kia this year."

Soul offers an immense amount of style and value on top of an extensive list of standard safety features sure to appeal to all consumers looking for a well-equipped vehicle suited to their personalities, 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.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, the five-door hatchback offers an attractive starting price below \$14,000¹ as well as unique and utilitarian style. Designed with the young and young-at-heart in mind, Soul presents an immense amount of style, value and function with a relatively small footprint and surprisingly spacious interior. Passengers will find comfort Soul's roomy cabin, usefulness from Soul's efficient cargo carrier with 14 storage zones and will benefit from numerous standard convenience features, including an AM/FM/CD/MP3 audio system outfitted with SIRIUS® Satellite Radio capabilities (including a three month complimentary subscription)², and USB and auxiliary input jacks in the center console with full iPod®³ and MP3 controllability via the audio head unit and steering wheel controls (achieved with an optional Kia accessory cable).

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

² Customers must renew SIRIUS subscription after trial period if they wish to retain service. SIRIUS's® three-month complimentary subscription not available in Canada, AK, or HI. For full terms and conditions please visit Sirius.com. SIRIUS®, XM® and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ Optional Kia accessory cable required for iPod® mobile digital device connectivity. Cable and iPod® sold separately. iPod® is a registered trademark of Apple Inc.

KMA has released three special edition Souls – Denim, Ignition and Shadow Dragon – based on the Soul+ trim, including Denim Soul, Ignition Soul and most recently Shadow Dragon Soul. Offering consumers even more ways to personalize the Soul, each special edition comes with its own unique exterior color and packaging.

Kia Product Line

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, Georgia, 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 Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. with U.S. - and globally sourced parts.