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**KIA MOTORS AMERICA ANNOUNCES MARCH SALES**

**IRVINE, Calif., April 1, 2008** – Kia Motors America (KMA) today announced March sales of 24,871 units and year-to-date sales of 68,214 units.

Spectra and Rio had their best selling months of the year with 8,022 and 3,514 units sold respectively. Both vehicles also experienced increases year-to-date in the first quarter, and over the same period last year. Total sales for the month of March also rose 13 percent over the previous month.

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 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

**Kia March Sales**  
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<u>Model</u>	<u>MONTH OF MARCH</u>		<u>YEAR-TO-DATE</u>	
	<b>2008</b>	<b>2007</b>	<b>2008</b>	<b>2007</b>
Rio	3,514	3,044	9,098	6,309
Spectra	8,022	5,675	18,013	14,493
Optima	2,404	4,318	9,196	9,425
Amanti	173	945	556	2,738
Sportage	3,171	4,304	9,786	11,715
Sorento	2,039	3,771	4,621	10,079
Sedona	2,737	3,996	7,291	15,924
Rondo	2,811	1,514	9,653	2,920
Total	24,871	27,567	68,214	73,603

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