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News Release

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KIA MOTORS AMERICA ANNOUNCES MARCH SALES

Company Up 12 percent from February Sales and 1 Percent Year to Date

IRVINE, Calif., April 1, 2009 – Kia Motors America (KMA) today announced March sales of 24,724 units, an increase of 12 percent from the previous month, and year-to-date sales of 68,893 total units, up 1 percent over the same period last year. March sales were led by Sorento and Sedona, posting 57.8-percent and 61.7-percent increases respectively. The Soul, Kia's all-new and uniquely styled compact with myriad personalization options that began arriving in dealerships in February, also recorded strong sales of 1,246 units.

KMA also posted a 1-percent increase overall in first quarter sales, and continues to expand its value-oriented product line. In addition to overall value, the Kia design evolution is attracting more consumers to the brand with the launch of the all-new Soul and the Forte sedan, which arrives in dealerships this summer.

"Sales of the Kia Sorento and Sedona are strong and we can attribute that to the right marketing strategy and our strong value proposition," said Michael Sprague, vice president of marketing, KMA. "We also are pleased to have the Soul post impressive results right out of the gate with its recent launch in the U.S market; we feel we have the right vehicles for the times."

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line of 12 vehicles to meet the needs of all lifestyles. The 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 2010 Soul further complements the lineup as it arrives in dealerships, as will the 2010 Forte sedan.

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.

<u>Model</u>	<u>MONTH OF MARCH</u>		<u>YEAR-TO-DATE</u>	
	2009	2008	2009	2008
Rio	1,483	3,514	4,211	9,098
Spectra	6,423	8,022	15,005	18,013
Optima	1,964	2,404	6,595	9,196
Amanti	764	173	2,307	556
Sportage	2,462	3,171	9,374	9,786
Sorento	3,217	2,039	10,436	4,621
Sedona	4,426	2,737	13,207	7,291
Rondo	2,307	2,811	5,303	9,653
Borrego	432	n/a	1,175	n/a
Soul	1,246	n/a	1,280	n/a
Total	24,724	24,871	68,893	68,214

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