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News Release

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KIA MOTORS UNVEILS FOUR NEW RIDES AT NEW YORK INTERNATIONAL AUTO SHOW

All-New Midsize Sedan, Compact Five-Door and Two CUVs Debut in the Big Apple

- Kia Motor's design-led brand transformation and aggressive new product launch cycle continues
- Vehicles showcase several all-new powertrains, including Kia Motor's first-ever turbocharged engine

NEW YORK, April 1, 2010 – Building on momentum established in 2009 with three new products, record U.S. market share and the opening of Kia Motors' first automotive assembly plant on U.S. soil¹, Kia Motors America (KMA) today unveiled four all-new vehicles during a press conference at the New York International Auto Show: the 2011 Optima midsize sedan, Forte five-door compact, and the Sportage and Sorento SX compact CUVs. Following the successful launches of the Soul, Forte and Forte Koup, Kia Motors' slate of New York introductions continue the brand's design-led transformation and each combine new and compelling design traits with the latest technology and convenience features while delivering efficient and fun-to-drive performance characteristics.

Arriving in showrooms in early fall, the next-generation Optima advances Kia Motor's design-led transformation with completely new and stunning design characteristics, highlighted by a dynamic and streamlined profile that conveys elegance and athletic confidence from every angle. The all-new Optima's three new powertrains – including the brand's first-ever turbo and hybrid (available next year) in the U.S. – deliver class-leading² power and fuel economy while the sedan's spacious cabin is outfitted with the latest technology features and luxury amenities. Keeping in line with the stylish and practical Forte compact sedan and first-for-Kia Forte Koup, the Forte five-door adds another attractive option to the Forte family. The all-new Kia Sportage compact CUV pays homage to its design heritage in a sleeker and more muscular package and also will employ a turbo option, while the new SX package for the popular 2011 Sorento CUV provides a more aggressive appearance trim for the first vehicle built at Kia Motors Manufacturing Georgia (KMMG), the first manufacturing plant on U.S. soil for Kia Motors.

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¹ Kia vehicles assembled at the Kia U.S. plant are built in the U.S. with U.S. and globally sourced parts.

² Based on comparison of 2011 midsize sedan segment.

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“We have been promoting the Kia brand evolution over the past few years and backed it up with dramatic gains in quality and value while adding world-class design every step of the way,” said Michael Sprague, vice president, marketing, KMA. “Kia’s recent launch cycle has now delivered eight new products in less than two years, this aggressiveness is nothing short of amazing and speaks to the growing power of the brand in the U.S. and globally.”

The all-new 2011 Optima projects a high-performance image with its unique silhouette and sleek stance that builds upon Kia Motors’ philosophy of creating high quality and dynamic vehicles that evoke passion. Longer, wider and lower than before, Optima’s coupe-like profile is enhanced by a sweeping chrome arc that flows from the A through C pillars, a distinctive design motif that visually lowers the car further and enhances its proportions. Available in three trims, LX, EX and SX, the 2011 Optima offers a wide array of convenience and luxury as well as impressive technology features like UVO powered by Microsoft^{®1}, an advanced in-car communications and entertainment system with rear-view camera, AM/FM/CD/MP3/Sat audio system with SIRIUS[®] Satellite Radio capabilities and three months complimentary service², auxiliary and USB audio input jacks for connecting with with three all-new and fuel-efficient engines, a 2.4-liter GDI four-cylinder, a 2.0-liter GDI turbo engine or a 2.4-liter hybrid (available late 2010).

Forte five-door builds on the popular Forte compact sedan and bold Forte Koup by employing another practical yet modern iteration of the platform. Lower and firmly set on its haunches, Forte five-door carries with it all the amenities of the Forte line and introduces a new front grille, alloy wheels, lower valence design, center console, paddle shifters, push-button start and navigation in addition to the ostensible fifth door for a distinct appearance and intentional practicality. Forte five-door is available with two efficient engines – 2.0-liter or 2.4-liter – and a new six-speed manual or automatic transmission.

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The all-new 2011 Kia Sportage compact CUV exudes urban street presence with a capacity for around-town utility. Longer, wider and lower than the previous model, the all-new design successfully retains the key features that made the second-generation Kia Sportage so popular – the commanding driving position, heightened sense of security and powerful road presence. The new Sportage's athleticism is reinforced by its rakish windscreen angle, which sweeps seamlessly into the low roofline. The full-sectioned body is defined by a spearing shoulder line throughout the length of the car, and together with the lowered body, offers a distinct sense of precision while the generous C pillar gives a sense of solidity and balance. Available in two-wheel and all-wheel drive configurations, the new Sportage will offer a 2.4-liter four-cylinder engine, with a 2.0-liter four-cylinder GDI turbo powerplant arriving shortly after launch. The all-new Sportage features comfortable seating for five and all the latest in standard Kia technology, including MP3 capability, satellite radio, *Bluetooth*^{®1} wireless technology, and UVO powered by Microsoft hands-free infotainment and available with HD Radio[®]. The new, lighter unibody construction pays dividends in handling and fuel efficiency.

The all-new Sorento has exceeded expectations since going on sale in early January and is becoming KMA's best-selling vehicle, and now the new SX trim adds an edgier attitude and comes standard with a host of luxury, convenience and technology features throughout. Offering a more muscular stance, Sorento SX dons unique front and rear fascias to convey additional authority while added chrome to the exhaust outlet, LED tail lamps and redesigned 18-inch alloy wheels with a hyper silver paint finish increase its luxurious exterior appeal. Driver and passengers will benefit from Dual Flow Damper (DFD) shock absorbers, leather-trimmed and heated front seats, electrochromatic mirror with Homelink^{®2} and a voice-activated navigation system with back-up camera, standard Infinity^{®3} audio surround sound system with 10 speakers, panoramic sunroof, seating for seven and a 3.5-liter V6 engine with best-in-class horsepower⁴.

Competitive Warranty

The 2011 Optima, Forte five-door, Sportage and Sorento are covered by Kia's warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

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² HomeLink is a registered trademark of Johnson Controls, Inc.

³ Infinity is a registered trademark of Harman International Industries, Incorporated.

⁴ Based on available information.

Kia Motors America in 2010

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. With three new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as the UVO powered by Microsoft® advanced hands-free in-car communication and entertainment system (to be available in select Kia models in the U.S. beginning in summer 2010). The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled at Kia's first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

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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