

FOR IMMEDIATE RELEASE

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KIA SALES CONTINUE TO SURGE

Sportage Sales Up 44 Percent

IRVINE, Calif., April 4, 2000 - Kia today announced sales of 12,729 vehicles for the month of March, nearly 12 percent higher than last March.

Monthly sales of the Sportage sport-utility vehicle reached 5,156 units, up 44 percent from a year ago. Healthy year-to-date sales of 32,264 units are 17 percent higher than last year.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

Model	MONTH OF MARCH		YEAR-TO-DATE	
	2000	1999	2000	1999
Sephia	7,178	7,283	18,572	15,289
Sportage	5,156	3,572	12,777	11,207
Sportage 2-Door Convertible	395	545	915	1,068
Total	12,729	11,400	32,264	27,564