

**FOR IMMEDIATE RELEASE**

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**KIA HAS BEST SALES MONTH EVER**

**Rio, Optima Also Set Sales Records**

IRVINE, Calif., April 3, 2001 – With sales of 19,159 units in March, Kia recorded its best sales month ever, outpacing March 2000 sales by 51 percent. Kia's year-to-date sales of 44,337 units are up 27 percent from last year.

Among individual models, both the Rio subcompact sedan and Optima midsize sedan set monthly sales records. Rio sales totaled 5,162 and Optima sales totaled 2,125. The top-selling Kia model in March was the Sephia compact sedan with sales of 5,871.

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

<b><u>Model</u></b>	<b><u>MONTH OF MARCH</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2001</b>	<b>2000</b>	<b>2001</b>	<b>2000</b>
Optima	2,125	n/a	5,038	n/a
Rio	5,162	n/a	12,234	n/a
Sephia	5,871	7,178	12,568	18,572
Spectra	1,864	n/a	4,963	n/a
Sportage	3,887	5,156	8,952	12,777
Sportage 2-Door Convertible	250	395	582	915
Total	19,159	12,729	44,337	32,264

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