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News Release

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2009 KIA RIO AND SPECTRA ON FORBES.COM **“MOST FUEL-EFFICIENT CARS FOR THE BUCK” LIST**

Kia Motors’ Sub-Compact and Compact Offerings Noted for High Value and Low Fuel Cost

- Value-laden Kia sub-compact and compact recognized yet again
- Vehicles ranked by average cost of gas combined with starting price

IRVINE, Calif. April 3, 2009 – Recently named as one of the “Greenest Vehicles of 2009” by the American Council for an Energy-Efficient Economy (ACEEE), Kia Motors America (KMA) today announced the 2009 Kia Rio sub-compact sedan has been recognized as the #2 pick for the “Most Fuel-Efficient Cars for the Buck” by Forbes.com. The 2009 Kia Spectra compact sedan was also recognized – placing sixth on the Forbes.com list – with both vehicles earning praise for their impressive fuel economies and low starting prices.

“Kia vehicles are continually praised for their value, fuel efficiency and long list of standard safety features, and we are pleased that Forbes.com has recognized Rio and Spectra for those qualities,” said Michael Sprague, vice president, marketing of KMA. “Our global focus on design is starting to deliver stylish products such as the all-new Soul and Forte to our lineup, and we are excited to offer a new level of distinguishing design in addition to the high levels of value, quality and safety features for which Kia is known.”

Using data from Vincentric, an automotive research company based in Michigan, Forbes.com considered only 2009 models and added the price of gas for each vehicle, assuming 15,000 miles per year over a five-year span, to manufacturer suggested retail prices (MSRP) and took the 2009 models with the lowest sums. No hybrids made the list of most fuel-efficient cars for the buck.

2009 Kia Rio and Spectra Top Forbes.com “Most Fuel-Efficient Cars for the Buck” List Page 2 of 2

In addition to the Forbes.com list, the Rio and Spectra have earned numerous value-oriented accolades, including Rio being named as a “Top 10 Most Fuel Efficient Car” and “Editors’ Most Wanted – Sedan/Wagon Under \$15,000” by Edmunds.com. Spectra was designated a “Best Bet” by *The Car Book 2009* and was named to the MSN Autos Editors’ Pick List for “Top 10 Cars for Less Than \$15,000.” With starting prices of \$11,495 and \$12,895 respectively, and estimated fuel economy of at least 30 mpg (highway), Rio and Spectra offer consumers the full package of fuel efficiency, value and safety features.

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 marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 625 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.

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