

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA TO BUILD NEW U.S. OPERATIONS CENTER IN IRVINE, CA**

### **Korean Automaker to Invest \$70 Million in New Corporate Campus**

IRVINE, Calif., April 4, 2005 – Kia Motors America (KMA) today unveiled plans for a new 236,000 square-foot U.S. campus on 21.7-acres of newly acquired land in Irvine, Calif. Bordered on one side by the Santa Ana Freeway (I-5), the custom-built, campus-style facility in the Jamboree Business Center East area of Irvine represents an investment of \$70 million from Kia.

Designed by the San Francisco office of Skidmore, Owings & Merrill LLP, Kia's new home will house various business units, including sales, marketing, consumer affairs, technical service, product planning and administration.

“Kia continues to invest a tremendous level of resources in the U.S., and this new facility is designed to represent our growing presence in the market and provide an efficient and productive space for our growing company and a pleasant environment for our employees,” said Kia Motors America president and CEO Peter M. Butterfield. “The City of Irvine has been Kia's U.S. home since 1994, and we look forward to continuing our role as an active employer and business partner in the community.”

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Kia will break ground on the development project this summer, and plans to complete construction by December 2006. Kia currently occupies a 153,000 square-foot leased space in Irvine, Calif.

The modern structure employs dynamic glass and steel elements, including an all-glass “floating bridge” that connects two separate buildings, which are adjoined by a spacious 10,000 square-foot lobby with soaring 45-foot ceilings. Glass walls at the front and rear of the lobby rise vertically, evocative of traditional Korean gates, and create an open-air gathering place for employees and guests while providing picturesque views of the local Saddleback Mountains.

Additional design features include a 36,000 square-foot reflecting pool, an outdoor amphitheatre, an employee café and a fitness center. Unique window treatments and lush, terraced landscaped areas complement the design and draw inspiration from subtle Asian influences representing Kia’s Korean heritage.

“This new center was designed to allow our employees and visitors to enjoy and take advantage of the warm climate found in Southern California throughout the year,” said Christine Park, Kia’s director of human resources/administration. “We paid close attention to suggestions from our employees in order to develop a campus-like environment that is rich in form and function.”

Los Angeles-based commercial real estate services firm Studley conducted the site search, and its project management division has been selected to manage the development of the site.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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