

NEWS



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**ALL-NEW KIA SEDONA EARNS FIVE STAR SAFETY RATING
FROM U.S. GOVERNMENT**

Five Star Ratings Achieved for Frontal and Side Impact Crash Tests

IRVINE, Calif., April 5, 2006 – The all-new Sedona minivan has earned the highest possible safety rating -- five stars -- for all seating positions in the latest frontal and side impact crash tests by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA).

Completely redesigned for the 2006 model year, the all-new Sedona builds upon a commitment to safety that was established with the first generation minivan, which earned the company's first five star crash rating when it debuted in 2002. The 2006 Sedona continues to offer a high level of standard safety equipment, including six standard airbags, front active headrests, electronic stability control (ESC), ABS with electronic brake force distribution (EBD), a traction control system (TCS) with brake assist, and a tire pressure monitoring system (TPMS).

"We are extremely pleased with the all-new Sedona's performance and resulting five star rating in NHTSA's recent testing," said Len Hunt, executive vice president and COO of Kia Motors America. "The latest five star rating is further proof of our commitment to building high quality vehicles with unprecedented levels of standard safety and convenience features."

With a manufacturer's suggested retail price (MSRP) that starts at \$22,995, the all-new Sedona combines great value with a high level of standard features and equipment. In the recently completed January-to-March sales period, the Sedona had its best-ever quarterly sales with more than 17,000 units sold.

Available in two trim levels, LX and EX, all models feature an all-new, more powerful 3.8-liter 24-valve V6 engine, producing class-leading 244 horsepower. A longer wheelbase and increased length and width in comparison to its predecessor contribute to the minivan's nearly 15-percent improvement in passenger room over the previous Sedona. Comfort and convenience equipment such as fold-in-the-floor third row seating, three separate climate zones covering all three rows and available power remote-operated side doors and rear lift gate were designed to bolster Sedona's established position as a safety and value leader in the highly competitive minivan market.

Kia Motors America -- the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea -- offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit www.kiamedia.com.

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