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News Release
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2010 KIA SOUL NAMED TO THE *WARD'S AUTOWORLD* "INTERIOR OF THE YEAR" LIST

All-New Urban Passenger Vehicle's Funky and Fun Interior Impresses Editors

- Newest addition to the Kia lineup earns "Grooviest Interior" recognition from prestigious automotive publication
- Vehicles evaluated based on design, quality, comfort and safety

IRVINE, Calif. April 7, 2009 – Kia Motors America (KMA) today announced the all-new 2010 Kia Soul urban passenger vehicle has been named as the "Grooviest Interior" on the *Ward's AutoWorld* "Interior of the Year" list. Recently launched in Miami and on sale now in dealerships nationwide, Soul was one of only 11 vehicles honored for offering great looks and great value along with extensive safety features, comfort and convenience features.

"We are extremely pleased with *Ward's* recognition of the Soul as a youthful, aesthetically pleasing vehicle that offers consumers tremendous value," said Michael Sprague, vice president, marketing of KMA. "As we continue to focus heavily on design, both with the Soul and our upcoming 2010 Kia Forte, we are confident that consumers will recognize our continued commitment to providing stylish vehicles with an emphasis on value, safety and quality."

Ward's AutoWorld editors evaluated a field of 35 vehicles that are either all-new or have significantly upgraded interiors for the 2009 or 2010 model years. The vehicles were divided into six car and truck segments based on price, with one winner being named for each of the six categories, plus special-achievement honorees are selected in five other areas. Having both types of awards allows vehicles to compete with others in their segment, as well as with the entire field, regardless of price, resulting in all 11 awards carrying equal weight. Vehicles were awarded points for design, material selection, fit-and-finish, ergonomics, driver information, safety, value and comfort.

2010 Kia Soul Included on *Ward's AutoWorld* "Interiors of the Year" List

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Available in four trims (Soul, Soul+, Soul! and Soul *sport*) and with a base price of \$13,300, Soul offers consumers a highly personalizable vehicle with an equally "groovy" yet user-friendly and practical interior space. With design elements influenced by the car's audio system, Soul offers an uncluttered dashboard with a three-dial instrument cluster, LCD illumination and floating center stack design that provides access to the AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities and three months complimentary service¹. Standard USB and auxiliary input jacks also are in the center console with full iPod® and MP3 controllability via the audio head unit and steering wheel controls achieved with an optional accessory iPod cable.

Passengers also will be treated to unique patterns and style regardless of trim. The Soul+ trim offers funky black cloth seats with "glowing" Soul logo inserts while the Soul! trim comes with a distinctive sand-black interior with houndstooth-patterned inserts. The Soul *sport* presents a bold red-black interior trim with red-trimmed cloth seats and metal-finish interior accents. Further enhancing the personal lounge feel, an Audio Upgrade Package (optional for Soul+, standard for Soul! and Soul *sport*) offers speaker lights that pulse to the beat of the music or simply add mood lighting to the interior cabin.

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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¹ Customers must renew SIRIUS subscription after trial period if they wish to retain service.