

NEWS



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FOR IMMEDIATE RELEASE

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KIA SELECTS SIRIUS SATELLITE RADIO AS EXCLUSIVE PROVIDER

SIRIUS Will be Standard Equipment in all Kia Vehicles

NEW YORK, April 13, 2006 – Kia Motors America (KMA) today announced the selection of SIRIUS Satellite Radio as its exclusive factory-installed satellite radio provider through 2014.

All of Kia's 2009 model year vehicles, available in 2008, will feature SIRIUS as standard equipment. Kia also will provide customers with three months of complimentary service.

“SIRIUS offers a unique combination of on-air talent, creative programming and various sports and entertainment properties that fit perfectly with Kia's evolving brand characteristics,” said Len Hunt, executive vice president and COO of Kia Motors America. “Our next-generation products have delivered Kia to new segments and new consumers, and the addition of SIRIUS will strengthen the company's ability to offer high-quality vehicles with modern features and amenities at an incredible value for the consumer.”

SIRIUS delivers more than 125 channels of the best programming in all of radio.

SIRIUS is the original and only home of 100-percent commercial free music channels in satellite radio, offering 67 music channels available nationwide. SIRIUS also delivers 61 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA and NHL.

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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