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**KIA AMANTI NAMED “THE MOST SIGNIFICANT NEW ENTRY INTO THE LUXURY SEGMENT”**

**Car.com Presents The Premium Sedan With One Of Four “Impact” Awards At NY Auto Show**

IRVINE, Calif., April 15, 2004 – The 2004 Kia Amanti made an “Impact” recently at the New York International Auto Show when Car.com named it “The Most Significant New Entry Into The Luxury Segment,” receiving one of the web site’s four “Impact” awards. The editors of Car.com, a popular online multimedia company established by car enthusiasts to serve automotive buyers, dealers and manufacturers, evaluated more than 300 vehicles in every industry segment to compile the web site’s first annual Editor’s Choice Awards.

“It is quite an accomplishment for the Amanti to receive a luxury category award when you consider the competitive nature of the segment and the fact that the Amanti is priced around \$26,000,” said Peter M. Butterfield, president and CEO, Kia Motors America (KMA). “The Kia brand has changed significantly over the last two years with the introduction of several new products, and the Amanti successfully follows Kia’s philosophy of offering high levels of safety, quality and value, at a reasonable price to the consumer.

The results of Car.com’s Editor’s Choice Awards were based on feedback from the web site’s editors, who drove and reviewed each of the more than 300 vehicles evaluated as part of the awards, and from the comments of visitors to the site as well. Scores were recorded in nine key categories, including: style, comfort, utility, safety, performance, fuel efficiency, desirability, fun and build quality.

Car.com’s editors chose “Impact” awards to reward the most outstanding winners in the overall car, SUV/van, truck and luxury categories.



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Headquartered in the “Motor City,” the StoneAge Corporation is a multimedia company founded by car enthusiasts to serve the automotive buyer, dealer and manufacturer through the use of the Internet and other emerging forms of media. In late 2002, Car.com replaced Stoneage.com as the company’s automotive consumer portal. Car.com offers consumers the ability to receive actual price quotes from partnered dealers in their area, research car prices, specifications & reviews, obtain financing for their new or used car purchase and sell their car online.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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