

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
949-470-7019
888-KIA-MEDIA

**2006 KIA SEDONA HONORED WITH “TOP SAFETY PICK” BY INSURANCE
INSTITUTE FOR HIGHWAY SAFETY**

Kia Minivan Earns Top Honors for All-around Impact Crash Tests

IRVINE, Calif., April 18, 2006 – Already having earned a five-star safety rating from the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), the all-new 2006 Sedona minivan now has been awarded the Gold Top Safety Pick for its impressive performance with top ratings in frontal, side and rear impact crash tests by the Insurance Institute for Highway Safety (IIHS).

“We are extremely proud to learn that the Sedona was recognized yet again for its commitment to safety,” said Len Hunt, executive vice president and COO of Kia Motors America. “Being the first minivan to earn the IIHS Top Safety Pick is yet another example of Kia’s dedication to providing quality vehicles equipped with the highest level of standard safety features available.”

In order to receive a Gold Top Safety Pick Rating from IIHS, the vehicle must receive a rating of “Good” – the Institute’s highest rating – in all three categories of frontal, side and rear impact tests. Among the eight current minivan designs the Institute has rated, the Sedona is the only one that earns “Good” ratings in all three Institute tests.

"The Sedona is the best minivan we've tested," said IIHS President Adrian Lund. "Other minivans have earned good front and side ratings, but they haven't achieved a satisfactory level of rear crash protection. The Sedona stands out as the first to get a clean sweep of good ratings across the board."

The all-new 2006 Kia Sedona was the only minivan tested by IIHS equipped with standard active head restraints, and it stood out above other minivans in that it not only performed well in frontal and side impact crash tests, but also in rear impact safety tests.

"Many manufacturers haven't paid as much attention to occupant protection in rear crashes, compared with front and side crashes," Lund points out. "Kia deserves credit for designing the Sedona's seat/head restraints for protection in one of the most common kinds of commuter traffic crashes."

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).

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.