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**KIA STRONG SALES CONTINUE**

**April Sales Up 29 Percent Versus April 2000**

IRVINE, Calif., May 1, 2001 – In the face of an industry slowdown, Kia continued to record strong sales increases in April. Its 16,060 vehicle sales total for the month outpaced last April's total by 29 percent. Kia's year-to-date sales of 60,397 vehicles are up 35 percent versus the first quarter of last year.

Among individual models, both the Rio subcompact and Optima midsize sedans continued their sales surge. Rio sales totaled 4,728 for the month and Optima sales totaled 1,795. The top-selling Kia model in March was the Sephia compact sedan with sales of 5,088 vehicles.

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

<b><u>Model</u></b>	<b><u>MONTH OF APRIL</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2001</b>	<b>2000</b>	<b>2001</b>	<b>2000</b>
Optima	1,795	n/a	6,833	n/a
Rio	4,728	n/a	16,962	n/a
Sephia	5,088	6,701	17,656	25,273
Spectra	944	323	5,907	323
Sportage	3,197	4,995	12,149	17,772
Sportage 2-Door Convertible	308	403	890	1,318
Total	16,060	12,422	60,397	44,686

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