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**KIA SORENTO EARNS BEST IN CLASS**  
**AUTOPACIFIC 2003 VEHICLE SATISFACTION AWARD**

**Sorento Tops Toyota Highlander, Ford Escape and Explorer Sport  
With New Buyers**

Irvine, Calif., May 1, 2003 – The 2003 Kia Sorento continued to garner consumer and industry praise today as AutoPacific, Inc., a top automotive consulting firm, announced the winners of its 2003 Vehicle Satisfaction awards. The Sorento earned top honors in the Standard Mid-Size SUV category, beating, among others, the Toyota Highlander, the Ford Escape and the Explorer Sport. This is the second year in a row that a Kia vehicle has won in the annual survey. More than 36,000 new car and light truck buyers were surveyed about their 2003 vehicles in the annual review.

“This is really a beautiful vehicle, exceptionally well laid out, designed and equipped,” said George Peterson, president of Auto Pacific Inc. “It proves the need for all of us to recalibrate our thoughts regarding Korean design, execution and quality,” he added.

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## **Kia Sorento Earns VSS Award**

### **Page 2 of 2**

The AutoPacific VSS (Vehicle Satisfaction Score) study is an industry benchmark for determining new vehicle buyer and lessee satisfaction. VSS ratings survey overall satisfaction with vehicles as well as with more than 41 aspects important to a vehicle's purchase, design, operation, comfort and safety.

“We are thrilled that our vehicles are meeting and exceeding consumer expectations and even outperforming more established brands like Toyota and Ford,” said Peter Butterfield, Kia’s president and CEO. “The Sorento is emerging as a serious contender in the competitive SUV segment.”

The Vehicle Satisfaction Survey award comes on the heels of another award given by the New England Motor Press Association to the Sorento which was recently named best SUV under \$25,000 because of its performance, features, warranty and price.

Since its introduction in October 2002, sales of the Sorento have remained strong month after month, while Kia has set sales records for the first quarter and first four months of 2003.

Kia Motors America is the sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit [www.kiamedia.com](http://www.kiamedia.com).

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