



NEWS

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KIA SALES OFF 4% IN APRIL, REMAIN AHEAD YEAR-TO-DATE

Kia Sales On Annual-Record Pace

IRVINE, Calif., May 1, 2003 – Despite a skittish economy and consumers’ pre-occupation with international events, Kia still expects to set another annual sales record in 2003. Kia’s April unit sales of 19,542 were off slightly (four percent) versus the same month in 2002, but for the year Kia is still outperforming last year’s sales pace. Kia’s year-to-date sales of 77,188, accomplished during the temporary phase-out of the popular Sportage compact SUV, were nearly two percent ahead of the record number achieved in 2002.

“I’m very confident this year will be Kia’s best year ever,” said Peter M. Butterfield, Kia’s president and chief executive officer. “Our Sorento sport utility and Sedona minivan are certified hits, with Sedona up 40% year-to-date and turning in its best April sales results ever. We’ve been asking the factory to build us more Sorentos to meet heavy demand and they’ve finally promised to increase our allocation, so I’m bullish on a strong second half and another record sales year.”

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

<u>Model</u>	<u>MONTH OF APRIL</u>		<u>YEAR-TO-DATE</u>	
	2003	2002	2003	2002
Optima	2,722	4,155	8,186	11,635
Rio	2,877	2,520	12,158	14,020
Sedona	4,506	2,622	15,285	10,878
Spectra	5,913	8,284	24,590	25,801
Sportage	911	2,785	5,067	13,593
Sorento	2,613	n/a	11,902	n/a
Total	19,542	20,366	77,188	75,927

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