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### **KIA MOTORS AMERICA ANNOUNCES RECORD APRIL SALES**

**IRVINE, Calif., May 1, 2008** – Kia Motors America (KMA) today announced its best sales month ever with record April sales of 30,066 units, a 15.6-percent increase over the same period last year, and year-to-date sales of 98,280 total units.

Kia's April growth was led by Spectra and Optima, up 4.8 percent and 89.3 percent respectively over the previous month. Rondo sales increased 118.3 percent over the same period last year with 2,583 unit sales. Rio and Spectra continue their strong showing with 4,052 and 8,406 units sold respectively, increases of 23.6 and 16.7 percent.

"As consumers are looking to further stretch their dollar in the midst of rising gasoline prices and a downward sliding economy, we are pleased to see Kia's fuel-efficient and dynamic product line continue to appeal to new car buyers," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Kia's value-packed Rio and Spectra models continue to outpace last year's sales and Rondo's strong showing position KMA for another successful sales effort this year."

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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<u>Model</u>	<u>MONTH OF APRIL</u>		<u>YEAR-TO-DATE</u>	
	<b>2008</b>	<b>2007</b>	<b>2008</b>	<b>2007</b>
Rio	4,052	3,279	13,150	9,588
Spectra	8,406	7,203	26,419	21,696
Optima	4,550	4,538	13,746	13,963
Amanti	235	528	791	3,266
Sportage	3,960	3,695	13,746	15,410
Sorento	2,991	2,883	7,612	12,962
Sedona	3,289	2,698	10,580	18,622
Rondo	2,583	1,183	12,236	4,103
Total	30,066	26,007	98,280	99,610

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