



# NEWS

Kia Motors America, Inc. PO Box 52410 / Irvine, CA 92619-2410 / Ph: (949) 470-7000 / Fax: (949) 470-2809

**FOR IMMEDIATE RELEASE**

Contact: Kim Custer  
Kia Motors America  
949-470-7019

## **KIA MOTORS AMERICA'S SALES UP 20 PERCENT IN APRIL**

### **Kia On Pace For 11<sup>th</sup> Consecutive Year Of Record Sales**

IRVINE, Calif., May 3, 2004 – Kia Motors America (KMA) today announced monthly sales of 23,438 units for April 2004, a 20-percent increase over the same month in 2003. Kia's year-to-date sales of 82,822 were seven percent ahead of the record number achieved in 2003.

“After setting a first quarter sales record, and seeing continued strong sales through April, I'm confident 2004 will be our best year ever,” said Peter M. Butterfield, Kia Motors America's president and chief executive officer. “Our Sorento SUV and Sedona minivan continue to be strong performers, and we expect the additions of the all-new Spectra and Spectra5, as well as the return of the Sportage SUV to our product lineup later this year, will add to our growing momentum.”

Both the Optima midsize sedan and Sedona minivan, which set new monthly records in March, continued to be strong performers in April with sales up 52.9-percent and 30.5-percent, respectively. Sales of the Sorento mid-size SUV were up 32.5-percent, while the all-new Amanti large premium sedan set a new monthly sales record with 1,723 units.

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

- more -



# NEWS

Kia Motors America, Inc. PO Box 52410 / Irvine, CA 92619-2410 / Ph: (949) 470-7000 / Fax: (949) 470-2809

**MONTH OF APRIL**

**YEAR-TO-DATE**

<b><u>Model</u></b>	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>
Optima	4,162	2,722	17,086	8,186
Rio	4,773	2,877	12,700	12,158
Sedona	5,881	4,506	19,806	15,285
Spectra/Sephia	3,427	5,913	11,839	24,590
Sportage	10	911	44	5,067
Sorento	3,462	2,613	16,060	11,902
Amanti	1,723	N/A	5,287	N/A
Total	23,438	19,542	82,822	77,188

####