



**KIA MOTORS**

*The Power to Surprise®*

Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Alex Fedorak  
949.468.4813  
Afedorak@kiausa.com

## News Release

Shelby Hunt  
Zeno Group for Kia Motors America  
310.566.3985  
Shelby.hunt@zenogroup.com

### **KIA SOUL NAMED ONE OF “BEST FAMILY CARS FOR 2010” BY EDMUNDS.COM AND PARENTS MAGAZINE**

#### ***Kia Hatchback Included in “Budget” Category***

- Soul recommended for its family appeal, safety features and overall value proposition
- Soul's funky styling and ample interior space make it a viable option for families on the go

**IRVINE, Calif., May 4, 2010** – A proven consumer and media favorite, the 2010 Kia Soul urban passenger vehicle recently was named to the “Best Family Cars for 2010” list in the “budget” category by leading automotive research site Edmunds.com and family-favorite *Parents* magazine, adding to an already extensive list of prestigious honors and recognitions for the funky hatchback. Soul was highlighted for its safety features, appealing styling, overall family-friendly features and its attractive starting price below \$14,000<sup>1</sup>.

“Soul is such a unique and versatile car, suitable for drivers in any stage of life with its extensive array of safety features, style and overall value, including parents and families,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “The fact that this award is given by two well-respected outlets and based on direct consumer feedback is invaluable and a testament to our continuing commitment to providing attractive vehicles loaded with an abundance of safety features, technology and value.”

Taking all current model year vehicles into consideration, Edmunds.com and *Parents* magazine selected the top 15 vehicles – three each in the budget, crossover, minivan, sedan and SUV categories – based on performance, reliability, safety, and family-friendly features. In addition to analyzing, test-driving, and comparing specifications, Edmunds.com and *Parents* took into account feedback from parents who own and drive these vehicles every day. All of the cars on the list also are good values, and the winners must have a strong track record for reliability and performance.

- more -

---

<sup>1</sup> Starting MSRP for base Soul, excludes \$695 destination and handling fee, and title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors' uniquely styled affordable halo vehicle offers an extensive list of standard safety features in addition to a low starting price, perfect for budget- and safety-conscious families. The extensive list of standard safety features includes front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard. Four special edition Souls, based on the Soul+ trim, also have been released throughout the year, including Denim Soul, Ignition Soul, Shadow Dragon Soul, with another on the way shortly. Offering consumers even more ways to personalize Soul, each special edition comes with its own unique exterior color and packaging.

### **Kia Motors America in 2010**

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. With three new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as the UVO powered by Microsoft® advanced hands-free in-car communication and entertainment system (to be available in select Kia models in the U.S. beginning in summer 2010). The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled<sup>1</sup> at Kia's first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

### **About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. 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.”

- more -

---

<sup>1</sup> Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. from U.S. and globally-sourced parts.

**Edmunds.Com and *Parents Magazine* Name Kia Soul to “Best Family Cars for 2010” List**  
**Page 3 of 3**

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).

# # #