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KIA MOTORS REWARDS U.S. MILITARY PERSONNEL WITH  
SPECIAL INCENTIVE PROGRAM

IRVINE, Calif., May 6, 2003 – Active and reserve members of the U.S. military will receive a special \$500 cash rebate on the purchase of any model year 2002 and 2003 Kia vehicle: Sorento SUV, Optima sedan, Sedona minivan, Rio sedan and wagon as well as the Spectra 4-door sedan and 5-door hatchback. The promotion will be retroactive to May 1 and will run through June 30, 2003.

“Kia offers outstanding products and we want to do everything we can to provide extra financial assistance to our customers, especially those in the U.S. Armed Forces,” said Peter M. Butterfield, president and CEO of Kia Motors America. “We feel everyone should be able to drive a safe, reliable, and affordable vehicle and that is what we offer. If this program makes it a little easier for military personal to drive a Kia, we are pleased to help.”

To qualify, active and reserve military personnel must show a current military ID at any of the 636 Kia dealerships in the U.S. This offer will also be available to spouses and children of military personnel and can be combined with other Kia customer cash incentives except the Owner Loyalty program. More information regarding Kia vehicles as well as a dealer locator are available at [www.kia.com](http://www.kia.com).

Kia has been setting sales records for the first quarter and first four months of 2003. Its popular Sorento SUV has just received the highest Auto Pacific Vehicle Satisfaction score in the standard mid-size SUV category. Every vehicle is backed by Kia's 10-year/100,000-mile limited powertrain warranty.

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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