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News Release

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ALL-NEW SPECIAL EDITION 2010 GHOST SOUL ARRIVES IN DEALER SHOWROOMS

Limited-Run Special Edition Kia Soul Brings New Personality to the Soul Line

- Ghost Soul adds unique light gray-blue exterior and gray side-stripe
- Fourth special edition Soul extends personalization theme for popular urban passenger vehicle

IRVINE, Calif., May 12, 2010 – Kia Motors America (KMA) today announced the special edition Ghost Soul, the final of four special edition 2010 Souls, is now in Kia Motors showrooms. The Ghost Soul reflects the urban passenger vehicle's unique personalization options and combines the value, safety and technology of the vehicle's standard equipment. This latest iteration complements three other special edition vehicles, including Ignition Soul, Denim Soul and Shadow Dragon Soul.

"With the Ghost Soul, we are again offering consumers another unique personality for the Soul while emphasizing its design flexibility," said Michael Sprague, vice president of marketing, KMA. "The Ghost Soul builds upon the success of previous 2010 special edition Souls, which have been well received by consumers for their versatility and unique styling."

Like previous special edition Souls, the 2010 Ghost Soul is based on the Soul+ model and is fully loaded with the addition of the Audio Upgrade Package (center speaker, subwoofer and external amplifier). The 2010 Ghost Soul is the second Soul to offer black leather-trimmed seats with seat warmers, which provides drivers added luxury and comfort. To complete the overall appearance the interior features metallic and chrome accents. Front fender vents with side marker repeater lights and speaker lights that pulse to the beat of the music further add to the Soul's unique personality. Ghost Soul also includes a body kit, moonroof, fog lights, black 18-inch alloy wheels with machined accents, a sport trim spoiler as well as the leather-wrapped steering wheel and shift knob, which further complete the special edition Soul's packaging. The 2010 Ghost Soul starts at \$18,795¹ with a five-speed manual transmission.

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¹ Price is manufacturer's suggested retail price (MSRP) and excludes \$695 destination and handling charges taxes, title, license, options and dealer charges. Actual prices set by dealer.

About the Kia Soul

The Soul has received numerous accolades including two "Top Safety Pick" awards from the Insurance Institute for Highway Safety. The Soul also has been recognized by Edmunds.com and *Parents* magazine as one of the "Best Family Cars for 2010" in the "budget" category and was named to Ward's Autoworld's "Interior of the Year" list for the "Grooviest Interior."

Available in four trims-Soul, Soul+, Soul! (exclaim) and Soul *sport*-pricing for the versatile five-door begins at \$13,300¹ for the base trim while the Soul+ starts at \$15,195¹. Enhancing to the Soul! or Soul *sport* offers a price beginning at \$17,195¹. For additional value Soul also offers impressive fuel economy, with the 1.6-liter manual coming in at 26/31 mpg (city/highway) while the 2.0-liter offers a thrifty, fuel-sipping 24/30 mpg for both the automatic and manual transmissions², better than the Scion xB.

Standard Kia Safety Features

Soul continues to offer the same high level of standard safety equipment as all new Kia vehicles, including 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) also are standard. Front and rear crumple zones, side-impact door beams, impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard on all Soul models, making for a wide-ranging list of standard safety features.

Industry-Leading Warranty

Like all new Kia models, Soul is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile antiperforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive coverage program.

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² 2010 EPA fuel economy estimates. Actual mileage may vary.

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.”

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. For media information, including photography, visit www.kiamedia.com.

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