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## News Release

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### **2009 KIA SPORTAGE RECEIVES TOP RANKING IN AUTOPACIFIC 2009 VEHICLE SATISFACTION AWARDS**

#### ***Sportage is Highest Ranked in Compact Crossover SUV Category***

- Sportage commended for offering consumers value and satisfaction
- Extensive list of standard safety and convenience features recognized

**IRVINE, Calif., May 19, 2009** – Kia Motors America, Inc. (KMA) today announced the 2009 Kia Sportage compact SUV topped the compact crossover SUV category in the AutoPacific 2009 Vehicle Satisfaction Awards (VSA). The AutoPacific VSA is an industry benchmark for objectively measuring how satisfied an owner is with their new car or light truck, and reflects the opinions of consumers nationwide. Sportage was recognized above other vehicles in the segment for offering superior value and satisfaction.

“Sportage, a staple in the Kia Motors lineup since the brand’s inception, offers a high level of value and amenities to those looking for a low-cost option in the SUV segment, and buyers recognize that,” said Michael Sprague, vice president of marketing, KMA. “We take special pride in this recognition as it is a direct reflection of consumer satisfaction and further proof that our commitment to offering vehicles with a superior blend of value, safety and convenience features is resonating with new car buyers.”

Sportage, noted for its passenger and cargo space as well as its off-road capabilities and impressive fuel economy, meets the needs of consumers looking for the total package at a significant value. Sportage offers an extensive list of standard safety and convenience features, including six airbags with full-length side curtain airbags, SIRIUS Satellite Radio with three months complimentary service<sup>1</sup> and USB and auxiliary input jacks, while the 2.0-liter engine delivers impressive fuel economy at 20 mpg (city) and 25 mpg (highway).

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<sup>1</sup> Customers must renew SIRIUS subscription after trial period if they wish to retain service.

**2009 Kia Sportage Recognized in AutoPacific 2009 Vehicle Satisfaction Awards**  
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The AutoPacific VSA establishes numerical satisfaction ratings for the majority of cars and light trucks in the North American market. Owner satisfaction is measured across 48 categories relating to specific areas of a vehicle's operation, comfort, safety and overall purchase or lease experience. The 2009 ratings reflect input from more than 25,000 buyers and lessees of new vehicles acquired September through December 2008.

**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 625 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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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