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KIA RIO AND RIO5 NAMED TO GAYOT.COM'S LIST OF TOP 10 BEST SMALL CARS

Sub-Compact Sedan and Five-Door Make Annual List

- Fuel-efficient, budget-minded vehicles top list
- Comprehensive warranty program, standard safety outshine competition

IRVINE, Calif., May 23, 2008 – The 2008 Kia Rio and Rio5 have been named to GAYOT.com's "Top 10 Best Small Cars." GAYOT.com was impressed with the vehicles' fuel efficiency, standard safety features, extensive warranty and low starting price.

"Rio and Rio5 are the vehicles of choice in today's car-buying market as fuel prices hit record highs and budgets become increasingly tighter," said Tom Loveless, vice president, sales of Kia Motors America (KMA). "However fuel efficiency does not mean style and substance need to be sacrificed, as Kia's sub-compact offerings prove by providing consumers with a sporty, stylish option packed with standard features, an extensive warranty and budget-minded starting price."

According to GAYOT.com, vehicles that are "quality built with high feature content and loads of character" were selected as top choices. The site also notes Rio's starting price of \$10,890 ranks the sedan among the most budget-friendly cars on the market and added that its comprehensive warranty and safety features "further sweeten the deal." Rio's nimble engine, which produces more horsepower than segment rivals Honda Fit and Toyota Yaris, and responsive handling were also praised.

"This Korean-built sedan may be inexpensive, but it doesn't skimp on protecting its passengers," according to the GAYOT.com review. "For a starter vehicle in urban settings, this vehicle is a bargain."

GAYOT.com is a unit of Gayot Publications, a worldwide leader in professional hotel and restaurant reviews, along with comprehensive travel and online lifestyle content. Additional partnerships with the American Automobile Association (AAA), AOL, MSN, Yahoo! and American Express allow Gayot access to millions of viewers, delivering more than 28 million monthly visitors.

About Kia Motors America

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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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