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KIA MOTORS AMERICA HIRES NEW DIRECTOR, PARTS AND LOGISTICS

IRVINE, Calif., May 28, 2003 – Steve Green, an automotive industry veteran has joined Kia Motors America as Director of Parts and Logistics. In this capacity, Green will manage Kia’s overall parts and PCC operations.

“Steve brings a wealth of experience in the area of parts distribution and logistics, and we are confident that he will be instrumental in identifying ways to improve inventory levels and operating efficiencies that will lead to increased customer and dealer satisfaction, while achieving sales objectives and part revenues,” said Don Pearce, vice president of parts and service. “Our goal is to develop the infrastructure and support tools to achieve Tier 1 status.”

Prior to joining Kia Motors, Green spent more than 10 years at Toyota Motor Sales where, most recently, he led the start up of the Toyota Consulting Group responsible for \$500 million in operational cost reductions annually. As a manager of Toyota North America’s service and parts department, Green led the move from weekly stock replenishment to daily order, daily delivery.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea.

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