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KIA SORENTO RECEIVES TOP RANKING IN AUTOPACIFIC
2008 VEHICLE SATISFACTION AWARDS
SUV Tops Midsize SUV Segment

IRVINE, Calif., May 29, 2008 – The 2008 Kia Sorento is the top ranking midsize SUV in AutoPacific, Inc.'s 2008 Vehicle Satisfaction Awards (VSA), an industry benchmark for objectively measuring owner satisfaction of new vehicles. In this competitive segment, Sorento received a higher rating than the Hummer H3, Jeep Liberty, Dodge Nitro and Nissan Xterra.

“Sorento’s recognition by AutoPacific’s Vehicle Satisfaction Awards shows that you don’t have to spend a lot to be satisfied with your new vehicle purchase,” said Tom Loveless, vice president, sales of Kia Motors America (KMA). “In these difficult economic times, it is good to know that you can still purchase an SUV with great amenities, options and standard safety features, and be satisfied with your decision.”

The 2008 VSA are based on survey responses from more than 34,000 vehicle owners who purchased a new 2008 model year car or truck between September and December 2007. Respondents rate 46 attributes for importance in the purchase decision and satisfaction after purchase.

The 2008 Sorento was recently recognized by The Car Book as a “Best Bet” in the Midsize SUV category and received the National Highway Traffic Safety Administration (NHTSA) five-star crash safety rating in all four seating positions.

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

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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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