

**FOR IMMEDIATE RELEASE**

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**KIA POSTS BEST SALES MONTH EVER**

**May Sales Up 46 Percent Versus May 2000**

IRVINE, Calif., June 1, 2001 – For the first time, Kia’s monthly sales topped 20,000 units in the United States – 20,048 -- eclipsing the previous record of 19,159 units set in March 2001. The 20,048 Kias sold in May marks a 46 percent increase over May 2000 sales and, with year-to-date sales of more than 80,000 vehicles, Kia is 38 percent ahead of last year’s sales pace.

All Kia models posted increases over last month. Kia’s flagship sedan, Optima, sold 2,050 units and the Rio subcompact sedan sold 5,147. The Sportage 2-Door Convertible posted a record month with 650 units, while the top-selling Kia for the month was the Sephia compact sedan with 5,356.

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

| <b><u>Model</u></b>         | <b><u>MONTH OF MAY</u></b> |             | <b><u>YEAR-TO-DATE</u></b> |             |
|-----------------------------|----------------------------|-------------|----------------------------|-------------|
|                             | <b>2001</b>                | <b>2000</b> | <b>2001</b>                | <b>2000</b> |
| Optima                      | 2,050                      | n/a         | 8,883                      | n/a         |
| Rio                         | 5,147                      | n/a         | 22,109                     | n/a         |
| Sephia                      | 5,356                      | 6,050       | 23,012                     | 31,323      |
| Spectra                     | 1,806                      | 1,312       | 7,713                      | 1,635       |
| Sportage                    | 5,039                      | 5,907       | 17,188                     | 23,679      |
| Sportage 2-Door Convertible | 650                        | 440         | 1,540                      | 1,758       |
| Total                       | 20,048                     | 13,709      | 80,445                     | 58,395      |

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