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KIA SORENTO EARNS TOP HONORS IN QUALITY

Strategic Vision Releases 2003 Total Quality Index™

IRVINE, Calif., June 2, 2003 – The 2003 Kia Sorento mid-size sport utility vehicle was rated highest in its segment by new car buyers in the 2003 Strategic Vision Total Quality Index™ (TQI). The Sorento tied with the Toyota 4Runner in the Medium SUV category. The annual index, released by the respected San Diego market research firm, measures the complete ownership experience as consumers define it including buying, owning and driving a new vehicle.

Strategic Vision conducted the survey among more than 31,000 car owners who purchased their new vehicles between October and November, 2002. The TQI is calculated by assessing the entire ownership experience including expectations, attributes and emotions.

“We are extremely pleased that the Sorento is ranked so high among our toughest critics – new car buyers,” said Peter M. Butterfield, Kia’s president and CEO. “Quality is one of our highest priorities and the Sorento is a great example of that commitment.”

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The Sorento has proven to be a popular vehicle with consumers and media receiving many accolades since its launch last year including Best in Class in the Standard Mid-Size SUV category for the 2003 Vehicle Satisfaction Award given by AutoPacific, Inc., a top automotive consulting firm as well as being named Best SUV Under \$25,000 by the New England Motor Press Association. In addition, the Sorento earned the Best Overall SUV Value and Best SUV Under \$25,000 at the Northwest Automotive Press Association's annual Mudfest competition.

Kia Motors America is the sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit www.kiamedia.com.

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