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KIA MOTORS AMERICA ANNOUNCES BEST MONTH EVER

IRVINE, Calif., June 3, 2008 – Kia Motors America (KMA) today announced its best sales month ever for the second consecutive month with record May sales of 31,047 units, an increase of nine percent over the same period last year, and year-to-date sales of 129,327 units.

May's record sales were led by Spectra and Optima, which both had their best months ever with 9,407 and 8,197 units sold respectively, increases of 10.5 and 120.8 percent over same period last year. Rio also continued with strong sales in its best month of the year at 4,474 units, a 28.6 percent increase over the same period last year.

"With gas prices continuing to rise, record sales of the fuel-efficient Spectra and Optima are proof that consumers are recognizing Kia's value now more than ever," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Achieving the best month ever for two months in a row is the result of enhancement efforts to Kia's brand image and the Kia dealer network's total endeavors in a difficult market environment to sell more vehicles."

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.

Kia May 2008 Record Sales

Page 2 of 2

<u>Model</u>	<u>MONTH OF MAY</u>		<u>YEAR-TO-DATE</u>	
	2008	2007	2008	2007
Rio	4,474	3,479	17,624	13,067
Spectra	9,407	8,512	35,826	30,208
Optima	8,197	3,712	21,943	17,675
Amanti	182	748	973	4,014
Sportage	3,505	4,678	17,251	20,088
Sorento	1,695	3,111	9,307	16,073
Sedona	2,021	2,500	12,601	21,122
Rondo	1,566	1,754	13,802	5,857
Total	31,047	28,494	129,327	128,104

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