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## News Release

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### **KIA FORTE AWARDED EDMUNDS.COM CONSUMERS' TOP RATED® VEHICLE AWARD**

#### ***Forte is Top-Rated Sedan by Consumers in "Under \$15,000" Category***

- Kia compact sedan recognized for high owner satisfaction
- Forte lauded for style, abundant features and overall value

**IRVINE, Calif., June 3, 2010** – Kia Motors America (KMA) today announced the 2010 Kia Forte compact sedan has been named the top-rated sedan under \$15,000 in the Edmunds.com Consumers' Top Rated<sup>®1</sup> vehicle awards for 2010. Forte earned strong marks for its excellent overall value, wealth of standard features, being one of the best-looking small cars on the market and most fun-to-drive vehicles in its class.

"As one of several new vehicles to roll out under Kia's exciting new design direction, accolades such as this Edmunds.com award, which provides feedback directly from owners, are evidence of Kia's commitment to consumers by offering vehicles with the content buyers want without breaking the pocketbook," said Michael Sprague, vice president of marketing, KMA. "Forte offers buyers a youthful and dynamically styled vehicle with an impressive array of standard safety features, and being honored as a top-rated sedan under \$15,000 by consumers furthers its position as a top contender in its segment and a vehicle that offers the entire package."

Available in three trims, LX, EX and SX, pricing for the Forte sedan starts at \$13,695 for the LX trim, while the EX begins at \$15,995 and the SX starts at \$17,495<sup>2</sup>. In addition to competitive pricing, Forte also showcases a class-leading combination of standard safety features with active front headrests, advanced two-stage airbags, front seat-mounted and side curtain airbags, four-wheel disc brakes with an antilock brake system (ABS), brake assist (BAS), electronic brake-force distribution (EBD), electronic stability control (ESC), a traction control system (TCS) and a tire pressure monitoring system (TPMS).

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<sup>1</sup> Edmunds and Consumers' Top Rated are registered trademarks of Edmunds.com, Inc.

<sup>2</sup> Starting at price is manufacturer's suggested retail price (MSRP) and excludes destination and handling charges of \$695, taxes, title and license fees, additional options and retailer charges. Actual prices set by retailer.

## Kia Forte Awarded Edmunds.com Consumers' Top Rated Vehicle Award

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All Forte models also come well-stocked with a long list of standard amenities, starting with a standard AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service<sup>1</sup>. Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players as well as *Bluetooth*<sup>®2</sup> wireless technology and connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible mobile phones.

To determine the winners of the 21 vehicle categories, Edmunds.com invited owners to use the Consumer Ratings and Reviews feature, where they are able to evaluate their new or used vehicles in eight different categories, including performance, comfort, fuel economy, driving impressions, interior design, exterior design, build quality and reliability. Top-rated vehicles are those that received the highest average rating from visitors as of April 28, 2010.

### **Kia Motors America in 2010**

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. With four new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft<sup>®3</sup> infotainment system (expected to be available in select Kia models in the U.S. beginning in summer 2010). The launch of the 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled<sup>4</sup> at Kia's first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

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1 Customers must renew SIRIUS subscription after trial period if they wish to retain service. SIRIUS's<sup>®</sup> three-month complimentary subscription not available in Canada, AK, or HI. For full terms and conditions please visit Sirius.com. SIRIUS<sup>®</sup>, XM<sup>®</sup> and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

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3 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

4 Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. with U.S. and globally sourced parts.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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