

NEWS



Kia Motors America, Inc. 111 Peters Canyon Road / Irvine, CA 92606-1790 / Ph:(949) 468-4800 / Fax:(949) 468-4515

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
Kia Motors America
(949) 468-4813

KIA SORENTO AND SEDONA TOP STRATEGIC VISION TOTAL QUALITY INDEX™

Award-winning SUV and Minivan Add to Kia's Growing List of Accolades

IRVINE, Calif., June 4, 2007 – Kia Motors America (KMA) today announced that the 2007 Kia Sorento and Sedona both received top honors in Strategic Vision's 2007 Total Quality Index™ (TQI), leading the mid-size SUV and minivan segments respectively. Kia is also the most improved brand overall from last year's TQI survey. The San Diego-based research firm calculates their results based on the overall ownership experience of a vehicle.

Strategic Vision surveyed more than 27,700 new car owners who purchased their 2007 vehicle during the October-December 2006 period, focusing on the first 90 days of vehicle ownership. Total Quality assesses total ownership experience, encompassing positive and negative product experiences, reliability, dealership experience and emotional attachment to a vehicle.

“The Total Quality Index is a nice feather in our cap, as it is based directly on consumer feedback,” said Len Hunt, executive vice president and COO, KMA. “We are proud that the Sorento and Sedona have been recognized; they serve as prime examples of the continued effort Kia is making toward creating quality vehicles.”

The 2007 Sorento also earned a five-star crash safety rating, the highest rating possible, for all seating positions in the latest frontal and side impact crash tests conducted by the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), while the 2007 Sedona was selected by the Insurance Institute for Highway Safety (IIHS) as one of only 13 vehicles to earn the “Top Safety Pick” award for its impressive performance with top ratings in frontal, side and rear impact crash tests, and was named the “Safest Minivan Ever Tested” by the organization.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea – offers a complete line of vehicles through more than 630 retailers throughout the United States. For more information, including photography, visit www.kiamedia.com.

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