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News Release

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KIA FORTE NAMED TO MSN AUTOS “TOP 10 CARS UNDER \$15,000” LIST

Kia Compact Sedan Honored by Leading Online Automotive Resource

- Forte praised for offering advancements in style and performance
- Compact sedan heralded for overall value, style and comfort

IRVINE, Calif., June 9, 2010 – Recently announced as a top-rated sedan under \$15,000 in the Edmunds.com Consumers' Top Rated^{®1} vehicle awards for 2010, the Kia Forte has now been named to the “Top 10 Cars under \$15,000” list by leading automotive Web site MSN Autos. Forte was recognized for its overall value, style, handling and functionality and utility.

“One of the first vehicles rolled out under Kia’s exciting new design direction, Forte offers consumers the whole package with sleek styling, standard safety features, an abundance of technology and immense value,” said Michael Sprague, vice president of marketing, KMA. “Receiving this recognition by such a well-respected outlet as MSN Autos further solidifies Forte as a leading contender in its segment and a viable choice among consumers.”

“No longer a second-class citizen, Kia's compact offering is a profound stylistic and mechanical advancement,” said Evan Griffey of MSN Autos.

Aiming to present consumers with a list of vehicles offering the best overall value, MSN Autos compared a number of new vehicles available in the market today based on style, comfort, standard features, safety and functionality and narrowed it down to their proposed 10 best.

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Kia Forte Named to “Top 10 Best Cars Under \$15,000” by MSN Autos

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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 \$17,495¹. In addition to competitive pricing, Forte also comes well-stocked with a long list of standard amenities, starting with a AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service². Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players as well as *Bluetooth*^{®3} wireless technology and connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible mobile phones.

All Forte models present an impressive 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).

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^{®4} infotainment system (expected to be available in select Kia models in the U.S. beginning later this year). The launch of the 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled⁵ 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 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.

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⁴ Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

⁵ 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. For media information, including photography, visit www.kiamedia.com.

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