



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

Alex Fedorak
949.468.4813
Afedorak@kiausa.com

News Release

Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
shelby.hunt@zenogroup.com

KIA BORREGO AWARDED EDMUNDS.COM CONSUMERS' TOP RATED VEHICLE AWARD

Midsize SUV Named Top-Rated SUV by Consumers in \$25,000-\$35,000 Category

- Kia midsize SUV recognized for high owner satisfaction
- Borrego lauded for overall value, power and fuel economy

IRVINE, Calif., June 18, 2009 – Kia Motors America (KMA) today announced the 2009 Kia Borrego has been named the top-rated "SUV \$25,000-\$35,000" in the Edmunds.com Consumers' Top RatedSM Vehicle awards for 2009. Borrego earned strong marks from consumers for its overall excellent value, along with impressive power and towing capacity, interior space, visibility, fuel economy and extensive list of standard features.

"Borrego offers those looking for a spacious, powerful and fuel efficient vehicle the complete package at an incredible value," said Michael Sprague, vice president of marketing, KMA. "As one of the first 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 as well as to offering vehicles with the content consumers want without breaking the pocketbook."

To determine the winners of the 19 vehicle categories, Edmunds.com invited owners to use the Consumer Reviews and Ratings 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 30.

Kia Borrego Awarded Edmunds.com Consumers' Top Rated Vehicle Award

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Borrego is offered with a DOHC, all-aluminum 3.8-liter V6 as well as Kia's first-ever DOHC 4.6-liter V8 engine, also all-aluminum; both engines are more powerful than any in Kia's line to date. While the V6 produces a competitive 276 horsepower at 6,000 rpm with 267 pound-feet of torque at 4,400 rpm, the V8 generates a class-leading¹ 337 horsepower at 6,000 rpm with 323 pound-feet of torque at 3,500 rpm – more powerful than the Toyota 4Runner, Honda Pilot, Jeep Grand Cherokee and GMC Acadia. Borrego runs on regular unleaded fuel compared to some other competitors that require premium unleaded, and achieves best-in-class² fuel economy of 15/22 city/highway for its V8 with two-wheel drive, and a respectable 15/20 city/highway for its V8 with four-wheel drive.

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 630 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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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¹ Compared to 2008 midsize SUVs.

² Comparison to 2008 EPA highway fuel economy estimates for midsize SUVs with V8 2WD. Actual mileage may vary.