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**KIA SOUL GOES UNDERCOVER AT THE 2008 VANS WARPED TOUR®**

***Sneak Peek of Unreleased Preproduction Kia at all 46 Tour Stops***

**IRVINE, Calif., June 19, 2008** – The eagerly awaited Kia Soul will tease concertgoers this summer with a sneak-peek appearance during the 2008 Vans Warped Tour®. As part of Kia Motors' exclusive vehicle sponsorship of the tour, a specially-designed lightly camouflaged preproduction Soul will be on display at the Kia Soul Lounge at every Vans Warped Tour stop. This will be the public's first opportunity to see the Soul up close before the production vehicle makes its world debut later this year at the Paris Motor Show. The Soul will go on sale in the United States spring 2009.

The Kia Soul is not ready to bare all just quite yet. While much of the car will be on display for all to see, its dress leaves much to the imagination. The Soul will feature a "pair of Vans" in the form of partial front and rear masks bearing Vans' signature checkerboard pattern. Red wheel spokes and side mirrors tease out its fun and naughty side, while darkened windows help Soul maintain its mysterious allure until its Parisian debut. Kia and Vans Warped Tour badges on the front and rear with Vans logos running down each side scream that this vehicle is ready for action.

Prior to the tour launch, Kia is offering fans the opportunity to enter the "Experience Warped" online sweepstakes to win a "Fly Away" trip to the grand finale tour stop in Los Angeles on August 17.

During each stop, concertgoers will have the opportunity to visit the Kia “Soul Lounge,” an interactive, air conditioned tent featuring information displays about the new Kia Soul and other Kia vehicles, a DJ, an airbrush tattoo artist and the chance to enter to win either a new Kia Sportage or Kia Spectra SX in the “Keys to the Ride” sweepstakes. The Soul Lounge offers concertgoers photo opportunities and a poster to be signed during Kia’s exclusive artist autograph sessions. Each tour venue will have a Kia VIP section, a raised area near the main stage accessible only to those wearing customized Kia VIP wristbands. Online, fans can view Kia Vans Warped Tour content at [fuse.tv/kiawarped](http://fuse.tv/kiawarped), including the Warped Word of Steve concert blog, which will give fans an insider’s look at each tour stop including photos and specially created, first-hand video.

In addition, Kia will be on stage as the presenting sponsor of the popular Kevin Says Stage, a forum for local bands to rock out at each tour stop. A part of the Warped Eco-Initiatives, this solar powered stage is just one of the eco-friendly actions Kia will be part of during the tour. Kia Motors also is proud to be part of the post-concert clean up and recycling efforts.

### **About Kia Motors America**

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 14<sup>th</sup> 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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