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News Release

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KIA MOTORS GOES ON TOUR THIS SUMMER WITH 2010 VANS WARPED TOUR®

Kia Motors Continues Relationship with Punk Rock Music Tour

- Soul Lounge features autograph sessions, interactive activities and vehicle displays
- Concertgoers who show their enthusiasm for Kia Motors may receive Kia VIP wristbands by participating in Kia-related games

IRVINE, Calif., June 24, 2010 – For the third consecutive summer Kia Motors America (KMA) will head out on tour to more than 40 U.S. cities as “Official Vehicle of the 2010 Vans Warped Tour®.” Hosting on-site events and activities during each tour stop inside the interactive Soul Lounge, fans can check out and obtain information on Kia vehicles, including the personalizable Soul, which was named a 2010 “Top Safety Pick,” by the Insurance Institute for Highway Safety (IIHS); the performance-inspired Forte Koup, which recently was selected to “Top 10 Cars For 2010” list by PregunteARicardo.com; and the completely redesigned all-new 2011 Sportage compact CUV, launching in the U.S. market this summer.

“Sponsorship of the 2010 Vans Warped Tour is a natural fit for the Kia brand since the tour reaches the influential youth market,” said Michael Sprague, vice president of marketing, KMA. “We are delighted to provide concertgoers with interactive elements like a live DJ, exclusive autograph sessions, VIP wristbands and the opportunity to check out Kia’s latest vehicles, while listening to their favorite bands.”

At each tour stop, festival attendees will have the opportunity to visit the Soul Lounge, an interactive tent featuring a live DJ, airbrush tattoo artists, an Express Your Soul “Confessional” and exclusive daily autograph sessions with two of the biggest names on tour, Hey Monday and Christofer Drew of NeverShoutNever. The Soul Lounge also will feature acoustic performances by Hey Monday and Christofer Drew of NeverShoutNever in select markets.

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Festival participants also may earn Kia VIP wristbands for exclusive access to a dedicated VIP riser near the main stage, providing shade and unobstructed views. To receive a VIP wristband, fans are given an opportunity to show their enthusiasm for the Kia Motors brand by participating in a variety of Kia-related games inside the Soul Lounge.

As in previous years, Kia remains the “Presenting Sponsor” of the Kevin Says Stage, a solar-powered stage that provides local bands the opportunity to play their music for 2010 Vans Warped Tour concertgoers. Kia Motors’ interactive tour blog, “The Warped Word of Steve,” provides fans with behind-the-scenes insights, videos and photos as well as answers to fans’ questions throughout the tour. Steve’s blog can be accessed at fuse.tv/kiawarped. KMA also is offering fans the chance to win a brand new Kia Soul in the “A New Way to Roll” sweepstakes. Fans can enter online and view official rules at fuse.tv/newwaytoroll.

“We are happy to have Kia Motors onboard as ‘Official Vehicle of the 2010 Vans Warped Tour,’” said Kevin Lyman, Vans Warped Tour founder and producer. “We have found concertgoers enjoy visiting the Kia tent for its fun interactive activities.”

Kicking off June 25 in Carson, Calif., the 2010 Vans Warped Tour features more than 150 punk rock bands including current chart-toppers and long-running legends. Select tour dates and destinations of the tour include:

- 6/25 – Carson, Calif.
- 6/29 – Phoenix
- 7/3 – Dallas
- 7/8 – Cleveland
- 7/25 – Orlando, Fla.
- 7/26 – Atlanta
- 7/28 – Cincinnati
- 7/30 – Detroit
- 8/7 – Salt Lake City
- 8/8 – Denver
- 8/10 – San Diego
- 8/11 – Pomona, Calif.

For more information on the Vans Warped Tour, including a full list of tour dates, visit vanswarpedtour.com.

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 700 dealers throughout the United States. For 2009, KMA recorded its 15th 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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