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News Release

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KIA MOTORS ANNOUNCES EXCLUSIVE AUTOMOTIVE PARTNERSHIP WITH THE 2009 VANS WARPED TOUR®

Kia Motors Continues Relationship with Indie-Rock Music Tour

- Music fans will experience three all-new Kia vehicles
- Tour highlights include Kia sweepstakes and autograph signing sessions from tour bands

IRVINE, Calif., June 25, 2009 – Kia Motors America (KMA) today announced an exclusive automotive partnership with the 2009 Vans Warped Tour® for the second consecutive year, which includes hosting and sponsoring on-site events and activities during each tour stop. In addition to live music, autographs and VIP access, fans will have the opportunity to check out and obtain information on the all-new Kia vehicles on display, which will include the 2010 Kia Soul and 2010 Kia Forte compact sedan, and an exclusive first-look at the all-new 2010 Kia Forte Koup, which arrives in dealerships later this summer.

“After such a successful and positive partnership last year, we are excited to sign on again as the Official Automotive Partner of the 2009 Vans Warped Tour,” said Michael Sprague, vice president of marketing, KMA. “Music and design are key elements that help define popular culture and the Vans Warped Tour presents an opportunity for Kia Motors to showcase its latest vehicle designs to festival participants who can check out our cars while listening to their favorite bands.”

During each stop, concert-goers will have the opportunity to visit the interactive Kia Motors tent featuring a live MC, airbrush tattoo artists, a “Bare Your Soul” video confessional and other activities where fans can win cool Kia Motors merchandise and giveaways, including wristbands that provide access onto a covered VIP riser located in front of the main stage. Vans Warped Tour bands “White Tie Affair” and “Scary Kids Scaring Kids” will stop by the Kia Motors tent to sign autographs and meet and greet with fans.

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As it does for the Vans Warped Tour, 2009 marks KMA's 15th anniversary, and Kia Motors plans to celebrate with music lovers all summer long. Fans can check out tour photos and catch up on the latest Vans Warped Tour news at www.fuse.tv/wordofsteve. KMA also is offering fans the opportunity to enter the "A New Way to Roll" Sweepstakes for the chance to win an all-new 2010 Kia Soul (fuse.tv/kia-soul), as well as the "Warped 15" Sweepstakes for the chance to win an all-expenses paid trip to the 15th Anniversary blow-out concert event in Los Angeles (fuse.tv/kia-warped15). Fans can enter to win online or by visiting the Kia Motors tent during U.S. tour stops.

"As a company that understands how to reach younger audiences, Kia Motors is a perfect and natural fit to have back as the Official Automotive partner of this year's Vans Warped Tour, said Vans Warped Tour founder and producer Kevin Lyman. "Last year, fans experienced how fun the Kia Motors brand is through all of the activities and we know the fans will be happy to see Kia Motors back on the tour again this year."

Kia Motors is proud to once again be the presenting sponsor of the solar-powered Kia Kevin Says Stage, where local, up-and-coming and unsigned artists have the opportunity to perform on the only touring solar-powered stage in the country – providing all the rock without the environmental impact. Last year the use of solar power resulted in a CO2 emission reduction of 8,360 pounds. Kia Motors also is teaming up with Warped Eco Initiative to remind fans that *"everything you do makes a difference."*

For the past 15 years Vans Warped Tour has been the nation's number-one alternative music tour, bringing together today's edgiest artists, skateboard fanatics, extreme sports enthusiasts and youth cultures across the nation – exposing the brand to a new customer base as it prepares to launch even more youth-oriented products. Kicking off June 26 in Pomona, Calif., the Vans Warped Tour hits more than 40 stops countrywide throughout the summer and features over 100 punk-rock bands, including top-level musical talent.

Select tour dates and destinations of the 2009 Vans Warped Tour include:

- 6/26 – Pomona, Calif.
- 6/30 – Phoenix
- 7/5 – Dallas
- 7/9 – Cleveland
- 7/14 – Washington, D.C.
- 7/17 – Philadelphia
- 7/21 – Boston
- 7/25 – Miami
- 7/28 – Atlanta
- 7/31 – Detroit
- 8/1 – Chicago
- 8/9 – Denver
- 8/15 – Seattle
- 8/23 – Los Angeles

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. 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.

For more information on the Vans Warped Tour, visit the tour's Web site at www.warpedtour.com.

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