

NEWS



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KIA WEB SITE RANKS HIGHEST IN USEFULNESS ACCORDING TO J.D. POWER AND ASSOCIATES STUDY

Kia.com Becomes First Web Site To Earn Top Honor Twice

IRVINE, Calif., June 29, 2005 – Kia Motors' Web site, www.kia.com, was ranked the most useful automobile manufacturer Web site in the recently released J.D. Power and Associates 2005 Manufacturer Web Site Evaluation Study – Wave 2 (MWES). Kia ranked first overall among manufacturer Web sites in terms of speed, navigation, appearance and information/content.

The top ranking marks the second time Kia has had the highest ranked Web site in the MWES. Kia.com was previously ranked highest in 2003 (Wave 2) and with this most recent award it becomes the first manufacturer Web site to finish in the top spot twice. Both award winning sites were prepared by Animated Designs, LLC., Kia's interactive agency based in Westlake Village, Calif.

“We're proud that Kia.com has once again been recognized by consumers for accurately and quickly communicating information about our vehicles in a manner that is fun, useful and engaging,” said Peter M. Butterfield, president and CEO, Kia Motors America. “We continually look at ways to improve our Web site to make sure it meets the needs of our customers.”

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Acknowledged for being one of the most credible and recognized studies ranking manufacturer Web sites, the MWES surveyed more than 12,200 new-vehicle shoppers who intend to purchase a new vehicle within the next two years.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit www.kiamedia.com.

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