



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA SALES REACH NEW RECORD FOR SECOND CONSECUTIVE MONTH**

**Sales Up 36% for the Month of June, 13.7% Year-to-Date**

IRVINE, Calif., July 1, 2004 – Kia Motors America (KMA) today announced a new monthly sales record for the second consecutive month with 27,636 units sold in June, up 36.0% over the same period last year. Kia sold 135,901 vehicles during the first six months of 2004, an increase of 13.7% compared to the first two quarters of 2003.

“We continue to move forward with great momentum generated by our expanded product lineup,” said Peter Butterfield, Kia’s president and chief executive officer. “Our Sedona minivan and Sorento mid-size SUV continue to attract customers looking for value, quality and five-star safety in these important market segments, and the Amanti large premium sedan is bringing new buyers to our showrooms and to our brand.”

Kia’s all-time record was highlighted by strong sales of the Optima mid-size sedan, the Sorento mid-size SUV, the sub-compact Rio, and a record month for the Sedona minivan. In fact, Sedona sales of 7,953 units represent its second monthly sales record in 2004, eclipsing the old mark (set in March 2004) by 13.8%.

“With the all-new LD Spectra now hitting its stride and the 2005 Spectra5 about to arrive in showrooms, we are on pace to reach our 11<sup>th</sup> year of record sales in 2004, just as we prepare to bring the Sportage compact SUV back to the market later this year,” concluded Butterfield.

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Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

<u>Model</u>	<u>MONTH OF JUNE</u>		<u>YEAR-TO-DATE</u>	
	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>
Optima	4,284	3,294	24,422	15,115
Rio	6,117	3,367	23,873	18,709
Sedona	7,953	5,107	34,337	25,714
Spectra	3,996	4,719	20,403	34,823
Sportage	7	86	56	5,334
Sorento	3,819	3,738	23,708	19,811
Amanti	1,460	N/A	9,102	N/A
Total	27,636	20,311	135,901	119,506

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