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KIA BREAKS MONTHLY SALES RECORD

June Sales Up 27 Percent Versus June 2000

IRVINE, Calif., July 3, 2001 – Kia today announced its best U.S sales month in history with 21,188 vehicles sold. This marks the second time Kia has sold more than 20,000 vehicles in one month, topping the 20,048 units sold in May. The 21,188 Kias sold in June marks a 23-percent increase over June 2000 sales and, with year-to-date sales of more than 101,000 vehicles, Kia is 27 percent ahead of last year's sales pace.

The Kia Optima midsize sedan, Kia's flagship vehicle, continued to break its own monthly sales records with 2,270 units sold. The Spectra hatchback also set a record, selling 2,363 units. The top-selling model in June was the Sephia compact sedan with 5,356 units sold.

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> | |
|-----------------------------|-----------------------------|-------------|----------------------------|-------------|
| | 2001 | 2000 | 2001 | 2000 |
| Optima | 2,270 | n/a | 11,153 | n/a |
| Rio | 4,750 | n/a | 26,859 | n/a |
| Sedona | 663 | n/a | 663 | n/a |
| Sephia | 5,197 | 6,963 | 28,209 | 38,286 |
| Spectra | 2,363 | 1,278 | 10,076 | 2,913 |
| Sportage | 5,328 | 7,394 | 22,516 | 31,073 |
| Sportage 2-Door Convertible | 617 | 505 | 2,157 | 2,263 |
| Total | 21,188 | 16,140 | 101,633 | 74,535 |

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