



# NEWS

Kia Motors America, Inc. PO Box 52410 / Irvine, CA 92619-2410 / Ph: (949) 470-7000 / Fax: (949) 470-

**FOR IMMEDIATE RELEASE**

Contact: Kim Custer  
Kia Motors America  
949-470-7019  
or  
Reji Puthenveetil  
Achenbaum Bogda Associates  
919-788-8809

**KIA SELECTS ACHENBAUM BOGDA ASSOCIATES TO COMPLETE AD AGENCY REVIEW**

IRVINE, Calif., July 14, 2004 – Kia Motors America (KMA) announced today that it has retained Achenbaum Bogda Associates to complete its advertising agency review, which began in June.

“With more than 30 years of automotive experience we are confident that Achenbaum Bogda Associates will serve as a great partner in our review process and will help us find the right creative agency to meet our needs,” said Tom Smith, Kia’s director, marketing communications.

Davidandgoliath, Kia’s current creative agency-of-record, will be a finalist in the review.

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

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