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**KIA.COM LAUNCHES STATE-OF-THE-ART MICROSITE
TO SUPPORT UPCOMMING RELEASE OF SORENTO SUV**

IRVINE, Calif., July 15, 2002 – Visitors logging onto the Kia.com website today will be treated to a sneak preview of the soon-to-be-introduced Kia Sorento sport utility vehicle in the form of an interactive microsite, KiaSorento.com. The site features video footage, photography, features and specifications as well as performance, safety, and styling information about the Kia Sorento. Pricing information will also soon be added to make clear Kia's unique value proposition in the mid-size SUV segment.

The microsite, conceived by Animated Designs, Kia's interactive agency, has a lifestyle theme that shows the Sorento in a variety of settings displaying its appeal to a wide range of buyers. Visitors to the microsite can easily navigate through several interrelated sections to learn about the vehicle. They can view the full range of color combinations available, take 360-degree tours of both the interior and exterior, or view videos that feature running footage of the new mid-size SUV. The microsite also incorporates several avenues for customers to request more information, order brochures, and e-mail Sorento information to friends.

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Kia.com Launches Sorento Microsite

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“This is the most comprehensive minisite we’ve launched in support of a new vehicle introduction and we couldn’t be more pleased with the product and the site,” said Wally Anderson, Kia’s vice president, marketing. “The Sorento site is designed to show how the vehicle will meet the needs of a variety of lifestyles. Its purpose is to generate interest and generate leads during the pre-launch period.” Additional photos and information will be added often throughout the site. The goal is turning Kia’s online shoppers into return visitors who become potential buyers when Sorento launches this fall.

The Sorento microsite is just one component of the marketing efforts to support the launch of the new Kia SUV. In addition, the Sorento will be featured in a comprehensive, integrated advertising and marketing campaign in conjunction with the August 6 VHS/DVD release of New Line’s “The Lord of the Rings: Fellowship of the Ring,” which was the most nominated film of 2001 and won four Academy Awards.

Kia posted record sales of 223,726 units for calendar year 2001, representing a 39 percent increase from the record sales of 160,606 units in 2000.

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

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