

NEWS



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**KIA CELEBRATES GROUNDBREAKING OF NEW \$70 MILLION
SOUTHERN CALIFORNIA-BASED CORPORATE CAMPUS**

Plans for New \$17-Million Kia Design Center Also Announced

IRVINE, Calif., July 22, 2005 – Today, Peter M. Butterfield, president and CEO of Kia Motors America, was joined by local and state representatives for the groundbreaking ceremony of Kia's new U.S. corporate campus in Irvine, Calif. The \$70 million investment reaffirms Kia's commitment to offer stylish, safe and affordable vehicles in the U.S. market. Construction of the new 236,000 square-foot corporate campus is expected to be completed by December 2006.

During the groundbreaking ceremony, Kia also announced plans to build a \$17-million, 65,000 square-foot design center as part of the "phase two" build-out of the property. The two-story, state-of-the-art building will share a similar design theme with the corporate campus but will have a distinct look. Currently, Kia and Hyundai share the Hyundai-Kia Motors Design and Technical Center, which houses more than 100 auto designers, engineers, model makers and technicians in Irvine, Calif. The Hyundai-Kia technical center will eventually house the Hyundai design team only, which will enable the two brands to produce distinctive designs that appeal to consumers.

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“Kia is committed to the U.S. as seen in our \$87-million investment in the new corporate campus and design center,” said Kia Motors America president and CEO Peter M. Butterfield. “This will enable us to develop products specifically for Kia that are designed and tuned for North American consumers.”

The new corporate campus, bordered on one side by the Santa Ana Freeway (I-5), will house approximately 400 employees from various business units, including sales, marketing, consumer affairs, technical service, product planning, research, development and administration. The custom-built, modern structure employs dynamic glass and steel elements, including an all-glass “floating bridge” that connects two separate buildings, which are adjoined by a spacious 10,000 square-foot lobby with soaring 30-foot ceilings. The front and rear of the lobby will feature floor to ceiling glass walls, and create a spacious, light-filled gathering place for employees and guests while providing picturesque views of the local Saddleback Mountains.

Additional design features include a 36,000 square-foot reflecting pool, an outdoor amphitheatre, an employee café and a fitness center. Unique window treatments and lush, terraced landscaped areas complement the design and draw inspiration from subtle Asian influences representing Kia’s Korean heritage.

“Ever since Kia launched in the U.S. back in 1994, our home has always been in Irvine so today truly is a special day as we’re now firmly planting ourselves in U.S. soil,” added Butterfield. “Coming off of 11 consecutive years of sales records and recently moving up to the 5th top import brand proves how successful we’ve been in the U.S. market thus far and we expect this momentum to continue in the future.”

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, Korea. The full line of Kia models including the Sorento midsize SUV, Sedona minivan, Amanti premium large sedan, Optima midsize sedan, Sportage compact SUV, Spectra compact sedan and Spectra5 hatchback as well as the Rio subcompact sedan and Rio5 five-door are available at more than 600 retailers nationwide. For more information, including photography, visit www.kiamedia.com.

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