



KIA MOTORS

The Power to Surprise®

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News Release

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2011 KIA SPORTAGE ALG RESIDUAL VALUE RATING BEST IN CLASS

All-New Sportage CUV Base Model Leads Industry for 36-Month Residual Value Index

IRVINE, Calif., July 21, 2010 – Kia Motors’ all-new 2011 Sportage compact utility vehicle, the brand’s longest-running nameplate in the U.S., leads the compact CUV segment for residual value ratings from ALG, the industry benchmark for residual values and a leading provider of data and consulting services to the automotive industry. The notable rating of 61-percent of original manufacturer’s suggested retail price (MSRP) for 36 months of ownership is a full 20 points higher than the current 2010 model year residual, and Kia Motors’ highest ever rating from ALG. Kia, along with BMW and Subaru, achieved the industry’s highest individual rankings with a mark of 66 for the Sportage Base trim.

“Kia Motors’ design-led transformation is driving more and more buyers to Kia dealerships for popular new models like Soul, Forte, Sorento and soon the new Sportage, as evidenced by our best-ever first half year sales,” said Tom Loveless, vice president, sales, Kia Motors America (KMA). “The best ALG rating for the Kia brand and for Sportage strengthens the Kia value proposition and consumer confidence by providing higher resale value and great leasing options that benefit the buyer.”

Available later this month, the new 2011 Kia Sportage adds world-class design and cutting-edge technologies to an already successful value-packed CUV equation. A sleek, modern and bold style with new proportions and a completely new look for the venerable Sportage help elevate the Kia brand further as a world design leader and true tier-one automotive nameplate. New for the 2011 model year, Sportage offers more power (176 hp) and improved fuel economy along with the options of a panoramic sunroof, push-button start, rear camera display, navigation, LED daytime running lights and an air-cooled driver’s seat (a compact CUV segment first). Also expected to be available in late 2010 is the UVO powered by Microsoft^{®1} in-vehicle communication and entertainment system based on the Windows Embedded Automotive platform.

¹ Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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Pricing for the dynamic compact CUV will begin at \$18,295¹ for the base trim, offering such standard convenience features as air conditioning, power windows, door locks and mirrors, SIRIUS[®] Satellite Radio capability with three months complimentary service², *Bluetooth*^{®3} wireless technology and MP3 connectivity.

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. With three new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®4}, an advanced hands-free in-car communication and entertainment system (expected to be available in select Kia models in the U.S. later this year).

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 700 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

About ALG (www.alg.com)

Based in Santa Barbara, California, ALG is the industry benchmark for residual values and a leading provider of data and consulting services to the automotive industry. ALG publishes the "Automotive Lease Guide" -- the standard for Residual Value projections in North America, and has been

¹ MSRP is manufacturer's suggested retail price, and excludes \$695 destination and handling charges, taxes, title, license, additional options and retailer charges. Actual prices are set by dealer and may vary.

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forecasting automotive residual values for over 40 years in both the U.S. and Canadian markets. ALG is a company of Dealer Track Holdings, Inc. (Nasdaq:TRAK).

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