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**KIA MOTORS AMERICA ANNOUNCES NEW
VICE PRESIDENT OF MARKETING**

Michael Sprague Joins Kia

IRVINE, Calif., July 31, 2008 – Kia Motors America, Inc. (KMA) today announced Michael Sprague will be joining the company as vice president, marketing, effective August 11, 2008. In his new role with Kia, Sprague will direct and manage all aspects of the marketing department, including brand marketing, advertising, retail marketing, sponsorships, CRM, product planning and public relations. This position will report directly to B.M. Ahn, group president and chief executive officer, KMA and Kia Motors Manufacturing Georgia (KMMG).

“Michael’s strong marketing background coupled with his international experience will help us achieve our goal of lifting the brand image,” said B.M. Ahn. “And his extensive automotive industry knowledge will add to our team’s ability to continually increase sales despite a difficult economic environment.”

Most recently, Mr. Sprague served as group marketing manager for Ford Motor Company’s Lincoln Mercury division. Prior to that he was corporate brand strategy manager in Ford’s Chief Marketing Office in Detroit where he led the development of the global brand architecture for Ford Motor Company. Additional key positions Mr. Sprague held at Ford Motor Company include: cross brand strategy manager; cross brand product marketing manager; advanced product strategy manager, Mercury; regional marketing manager, Lincoln Mercury; and other field assignments in sales and marketing. Mr. Sprague also served as general manager, global brand marketing for Mazda Motor Corporation in Japan.

Kia Hires New VP of Marketing

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Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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.

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