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KIA EXPANDS CONSUMER PROTECTION

New 10 year/ 100,000 Mile Warranty Program Offers Significantly Longer Coverage

SAN ANTONIO, Texas, Aug.1, 2000 – Kia, the company that thinks it's time everybody had a well-made car, also thinks it's time everybody had a long, strong warranty. Demonstrating even greater confidence in its vehicle quality, Kia has announced that model-year 2001 vehicles – and all remaining 2000 model-year vehicles in dealer stock – will be covered by a new comprehensive customer protection plan that features substantially improved basic and powertrain warranty coverage plus an extended roadside assistance plan.

The Kia 10 year/ 100,000 Mile Warranty Program consists of three basic components: a 10-year or 100,000-mile limited powertrain warranty, a five-year or 60,000-mile limited basic warranty and a five-year or 100,000-mile anti-perforation warranty. (Coverage ends when either the yearly or total-mileage figure is reached.) Kia also provides a five-year/unlimited mileage roadside assistance plan.

The previous Kia warranty was the industry-standard three-year or 36,000-mile limited basic warranty, a five-year or 60,000-mile limited powertrain warranty and three-year or 36,000-mile roadside assistance coverage.

“Our vehicle quality continues to improve and this warranty is evidence that we stand behind our vehicles,” said B.M. Ahn, Kia president and chief executive officer. “The 10 year/ 100,000 Mile Warranty Program will deliver significantly more coverage than our competitors, and that’s another great reason to buy our vehicles.”

The first 2001 model to offer the new warranty program is the all-new Kia Rio subcompact sedan, which is set to go on sale today at Kia dealerships nationwide.

“Because of the significant customer benefits of the Kia 10 year/ 100,000 Mile Warranty Program, we’ll advertise it extensively in national and regional campaigns,” said Dick Macedo, Kia’s executive vice president of marketing and sales, who has been the architect of Kia’s successful advertising strategy. “We’ll encourage consumers to buy a Kia not just because of the warranty, but because every Kia is made well, is priced well and comes with a heck of a warranty. It’s the whole package.”

In its seventh year of marketing vehicles in the United States, Kia is America’s seventh-largest import vehicle brand by dealer count with more than 580 dealers nationwide. This year Kia is expected to sell more than 160,000 vehicles in the United States. In addition to the newly introduced Rio, Kia also will debut a mid-size sedan before year’s end.

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

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