

**FOR IMMEDIATE RELEASE**

Contact:           Geno Effler  
                          Kia Motors America  
                          949-470-7019  
                          or  
                          Pam Edwards  
                          Pacific Communications Group  
                          310-224-4956

**KIA SETS JULY SALES RECORD**

**July Sales Up 58 Percent Versus July 2000**

IRVINE, Calif., Aug. 1, 2001 – Kia today announced its best July sales ever with 19,405 vehicles sold. This represents a whopping 58-percent increase over July 2000 and, with year-to-date sales of 121,038, the Korean carmaker is 39 percent ahead of last year’s sales pace.

The Kia Sephia midsize sedan continues to lead the pack with July sales totaling 4,772, while the Sportage sport-utility vehicle and Rio subcompact sedan also continue to show strong sales numbers with 4,456 and 4,323 units sold, respectively.

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

<b><u>Model</u></b>	<b><u>MONTH OF JULY</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2001</b>	<b>2000</b>	<b>2001</b>	<b>2000</b>
Optima	1,772	n/a	12,925	n/a
Rio	4,323	638	31,182	638
Sedona	794	n/a	1,457	n/a
Sephia	4,772	5,685	32,981	43,971
Spectra	2,882	1,298	12,958	4,211
Sportage	4,456	4,305	26,972	35,378
Sportage 2-Door Convertible	406	374	2,563	2,637
Total	19,405	12,300	121,038	86,835

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