



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA ANNOUNCES BEST MONTHLY SALES OF 2003**

### **Second Best Sales Month in Company History**

IRVINE, Calif., August 1, 2003 – Kia today announced its best sales month of the year and its second best sales month ever with 24,009 units sold during July. Sales for July were up 4.1 percent versus the same period last year, putting Kia in position to achieve its 10<sup>th</sup> consecutive annual sales record by the end of the year. The increasingly popular Sedona minivan enjoyed its best month ever with 5,803 units sold, while the Sorento mid-size SUV continued on a successful pace with its second best month since launch at 3,800 units. In addition, Kia’s Optima mid-size sedan enjoyed one of its best sales months with 3,867 units sold.

“July sales are a sound indication of the momentum Kia is creating in the U.S. market for buyers interested in high value vehicles,” said Peter M. Butterfield, Kia’s president and chief executive officer. “We’re seeing a resurgence in showroom traffic driven by our expanded product line-up and greater brand awareness. We’re also pleased about the exceptional progress we’ve made with our retail partners not only to increase volume, but to enhance customer sales and service satisfaction through our Kia Circle of Excellence program.”

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>2003</b>	<b>2002</b>	<b>2003</b>	<b>2002</b>
Optima	3,867	1,821	18,982	19,831
Rio	3,768	5,421	22,477	28,227
Sedona	5,803	5,218	31,517	24,060
Spectra	6,697	6,520	41,520	49,053
Sportage	74	4,081	5,408	23,105
Sorento	3,800	n/a	23,611	n/a
Total	24,009	23,061	143,515	144,276

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