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KIA MOTORS AMERICA ANNOUNCES RECORD JULY SALES

IRVINE, Calif., August 1, 2008 – Kia Motors America (KMA) today announced its best July ever with record sales of 28,021 units, an increase of 5.0 percent over the same period last year, and year-to-date sales of 185,640 units, an increase of 2.5 percent over the same period last year.

Sportage had its best month of the year with 4,035 units, a 6.2 percent increase over the same period last year, while Spectra had strong sales of 5,910 units. Rio and Optima both had increases of 22.1 percent and 49.1 percent respectively over the same period last year with 3,707 and 6,258 units sold.

“For the fourth month in a row Kia has achieved record sales, something rare for the auto industry in 2008,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “During this difficult economic time, consumers are looking for quality vehicles that are fuel efficient and offer great value – for this they are heading to Kia dealerships.”

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.

Kia July 2008 Sales

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<u>Model</u>	<u>MONTH OF JULY</u>		<u>YEAR-TO-DATE</u>	
	2008	2007	2008	2007
Rio	3,707	3,035	24,668	19,275
Spectra	5,910	5,773	48,867	42,927
Optima	6,258	4,196	35,066	24,977
Amanti	339	248	2,429	4,588
Sportage	4,035	3,801	23,287	27,958
Sorento	3,175	4,342	14,432	22,881
Sedona	2,004	3,073	18,324	26,258
Rondo	2,556	2,222	18,530	12,218
Borrego	37	n/a	37	n/a
Total	28,021	26,690	185,640	181,082

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