

NEWS



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KIA MOTORS AMERICA SETS JULY SALES RECORD

Sales Up 10.2% for the Month of July, 6.0% Year-to-Date

IRVINE, Calif., August 2, 2005 – Kia Motors America (KMA) today announced monthly sales of 26,052 units for July 2005, the company's best July sales ever and a 10.2-percent increase over the same month in 2004. Kia's year-to-date sales of 169,138 were 6.0-percent ahead of the record number achieved in 2004.

Kia's July sales were highlighted by a 36.4-percent increase in sales of the Spectra nameplate, as well as a 44.0-percent increase for the Optima mid-size sedan. The Spectra compact sedan and Spectra5 five-door, which recently received the second-highest score in the compact segment in J.D. Power and Associates' Initial Quality Study (IQS), achieved its best monthly sales since the redesigned vehicles were introduced in Spring 2004.

"Our sales momentum from the first half of the year continues as next generation products such as Spectra, Sportage, Sorento and Sedona continue to bring new customers to the brand," said Peter M. Butterfield, Kia Motors America's president and chief executive officer. "After setting a new July sales record, and with the all-new subcompact Rio sedan and Rio5 five-door about to arrive in showrooms, we are confident that 2005 will result in Kia's 12th consecutive year of sales growth."

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Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF JULY</u>		<u>YEAR-TO-DATE</u>	
	2005	2004	2005	2004
Rio	1,948	2,955	19,043	26,828
Spectra	5,981	4,386	33,541	24,789
Sportage	2,712	3	15,391	59
Optima	4,958	3,443	28,324	27,865
Sedona	4,801	6,599	35,229	40,936
Sorento	5,000	5,460	26,263	29,168
Amanti	652	791	11,347	9,893
Total	26,052	23,637	169,138	159,538

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