



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES JULY SALES**

### **Sorento SUV Enjoys Best Month Ever, Year-To-Date Sales Up 11.2%**

IRVINE, Calif., August 3, 2004 – Record monthly sales of the Sorento SUV helped Kia Motors America (KMA) continue the company’s pace for its 11<sup>th</sup> annual sales record, despite July unit sales as a whole dropping 1.5-percent versus the same month in 2003. Year-to-date sales of 159,538 are up 11.2-percent, while July sales totaled 23,637 versus 24,009 units sold during the same period in 2003.

“Kia has set numerous sales records in 2004, and we are very pleased to have the Sorento set a new monthly high following on the heels of May and June, in which we achieved back-to-back monthly sales records,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “Our new Spectra sedan is beginning to gain momentum in the marketplace and other next generation products, including Sorento and Sedona, continue to be popular with consumers.”

Sorento sales of 5,460 units represent its second monthly sales record in 2004, eclipsing the old mark (set in February 2004) by 26.5-percent. In addition to the Sorento sales record, the Sedona minivan continued its strong sales momentum in 2004 with 6,599 units sold, a 13.7-percent increase over July 2003.

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

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**MONTH OF JULY**

**YEAR-TO-DATE**

<b><u>Model</u></b>	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>
Optima	3,443	3,867	27,865	18,982
Rio	2,955	3,768	26,828	22,477
Sedona	6,599	5,803	40,936	31,517
Spectra/Sepia	4,386	6,697	24,789	41,520
Sportage	3	74	59	5,408
Sorento	5,460	3,800	29,168	23,611
Amanti	791	N/A	9,893	N/A
Total	23,637	24,009	159,538	143,515

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