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News Release

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KIA MOTORS AMERICA ANNOUNCES RECORD JULY SALES

All-new Soul and Forte Support Brand in Surpassing Previous Record July

IRVINE, Calif., Aug 3, 2009 – Kia Motors America (KMA) today announced July sales of 29,345 units, up 9.3 percent from June and year-to-date sales of 176,749 total units. Soul sales increased more than 2,000 units from June and Forte posted strong first full-month sales.

Kia's new Soul and Forte models were strong performers in July based on excitement instilled in consumers, selling 4,853 and 3,631 units respectively, and helped fuel July's record sales. The previous record for July was in 2008. In addition to increased consumer interest based on new, eye-catching designs, the U.S. government's C.A.R.S. program delivered a significant increase in foot traffic at Kia showrooms nationwide, furthering the brand's momentum. Despite decreased sales industry-wide, KMA has achieved record market share gain in 2009, rising nearly 50 percent to a 3.1 percent share. These gains are further proof of the momentum from Kia's design-led evolution personified by the all-new Soul and Forte.

"Our brand messaging is resonating with consumers and is a true indicator of the company's growth in the past year with nearly 29 percent of July sales from new Soul and Forte models," said Tom Loveless, vice president of sales, KMA. "We are sustaining momentum for the fifth consecutive month this year, up 9.3 percent from June, and showroom traffic has more than doubled in the final week of July with the C.A.R.S. program in full swing."

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About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 630 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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.

<u>Model</u>	<u>MONTH OF JULY</u>		<u>YEAR-TO-DATE</u>	
	2009	2008	2009	2008
Rio	1,719	3,707	13,461	24,668
Spectra	5,616	5,910	42,613	48,867
Optima	2,680	6,258	17,383	35,066
Amanti	57	339	3,428	2,429
Sportage	7,266	4,035	29,400	23,287
Sorento	802	3,175	16,538	14,432
Sedona	1,654	2,004	21,074	18,324
Rondo	557	2,556	9,819	18,530
Borrego	510	37	3,107	37
Soul	4,853	n/a	16,027	n/a
Forte	3,631	n/a	3,899	n/a
Total	29,345	28,021	176,749	185,640

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