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News Release

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KIA SOUL NAMED TO “2010 TOP 10 BACK-TO-SCHOOL CARS” LIST BY KELLEY BLUE BOOK’S KBB.COM

Urban Passenger Vehicle Honored for its Affordability, Versatility, Reliability and Fun

- Funky hatchback is an eye-catching way to roll for students headed back to school
- Soul’s value driven packaging makes it an attractive ride for students

IRVINE, Calif., Aug. 9, 2010 – The 2010 Kia Soul urban passenger vehicle was recently named to the “2010 Top 10 Back-to-School Cars” list for the second year in a row by *Kelley Blue Book’s* kbb.com, a leading provider of new car and used car information. The highly personalizable vehicle was praised for its modern styling, generous interior space and long-list of modern technology features.

“With its unique styling and personalization options and outstanding safety and reliability ratings, the Soul appeals to both younger buyers and their parents,” said Michael Sprague, vice president, marketing & communications, KMA. “The award-winning five-door urban passenger vehicle, along with the 2011 Sorento and Sportage, reflects Kia Motors’ design-led transformation and continues to attract new buyers to Kia showrooms.”

Compiled by editors at *Kelley Blue Book’s* kbb.com, all vehicles selected offer reliability, safety, affordability, practicality as well as the latest and greatest safety and technology advancements. Editors considered all new cars with a New Car Blue Book Value less than \$18,000 and all used cars 2005 model year and newer with a *Kelley Blue Book* Suggested Retail Value of less than \$12,000.

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A 2010 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS), the Soul has a trophy case full of awards and accolades, including: "Best Family Cars for 2010" by Edmunds.com and *Parents Magazine*, "Best Hatchback of 2010" by Cars.com, "2010 Top Cars for Families" by Motherproof.com, and 2010 "Top 10 Coolest New Cars Under \$18,000" from *Kelley Blue Book's* kbb.com. Soul is available in four trims – Soul, Soul+, Soul! (exclaim) and Soul *sport*. Pricing for the versatile five-door begins under \$14,000¹.

Soul stands out from the crowd with modern, unique styling aimed toward the young and young-at-heart and offers a distinctive combination of style, value and personalization options. An available Audio Upgrade Package includes speaker lights that can pulse to the beat of the music or add mood lighting to the interior cabin, enhancing the overall personal lounge feeling. The Soul+ offers funky black cloth seats with "glowing" Soul logo inserts while the Soul! trim comes with a distinctive sand-black interior with houndstooth-patterned inserts, and the Soul *sport* presents a bold red-black interior trim with red-trimmed cloth seats and metal-finish interior accents.

Kia Motors America in 2010

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. With three new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®2}, an advanced hands-free in-car communication and entertainment system (expected to be available in select Kia models in the U.S. later this year).

For more information about the 2010 Top 10 Back-to-School Cars list by *Kelley Blue Book's* kbb.com please visit <http://kbb.us/back2school2010>.

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¹ Starting MSRP for base Soul excludes \$695 destination and handling fee, and title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

² Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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 700 dealers throughout the United States. For 2009, KMA recorded its 15th 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.

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