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## News Release

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### **2010 ALL-NEW KIA SOUL AWARDED 2009 "TOP SAFETY PICK" BY INSURANCE INSTITUTE FOR HIGHWAY SAFETY**

#### ***Kia Urban Passenger Vehicle Wins Esteemed Honors During its Debut Months***

- Five-passenger vehicle recognized for superior performance in crash safety tests
- Soul offers consumers entire package with safety features, value, style and personalized options

**IRVINE, Calif., August 13, 2009** – Having been on the market for less than a year, the eye-catching 2010 Kia Soul already has won numerous accolades, including being named to the *Ward's AutoWorld* "Interior of the Year" list and the "Coolest New Cars for Under \$18,000" list by Kelley Blue Book's kbb.com. Kia Motors' affordable halo car now adds a 2009 "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS) to its youthful yet impressive resume, selected as one of only 10 small vehicles to earn the organization's top honor for earning "Good" ratings – the highest achievable – in frontal, side and rear impact crash safety tests.

"Despite the current economic and industry situation, Soul continues to post strong sales and is a proven consumer favorite for its head-turning style, incredible value, numerous personalization options and long list of standard safety features," said Michael Sprague, vice president, marketing of Kia Motors America (KMA). "Safety in particular continues to be a top purchase consideration for consumers in today's market, and having Soul honored with a 'Top Safety Pick' further strengthens its position as a vehicle that offers the entire package."

Ratings from the Institute are based on results from frontal, side and rear impact crash tests, with each vehicle's overall evaluation based on various measurements specific to each crash angle, and overall impact on crash test dummies inside the vehicle at the time of collision. All vehicles must have electronic stability control available to be eligible.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors' newest five-door is a perfect embodiment of the brand's current design-led transformation with its fun and unique design. In addition to immense style and value, all four Soul models also offer consumers the same high level of standard safety equipment as all Kia vehicles, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

### **Kia Motors Product Line**

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan, versatile and compact Spectra, and sporty yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego, rugged Sorento and value-packed Sportage SUVs.

### **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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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