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News Release

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KIA ANNOUNCES NAME FOR ALL-NEW CUV TO BE BUILT AT U.S. PLANT

2011 Sorento Will be the First Vehicle Produced at KMMG in West Point, Georgia

- Unibody CUV offers more cabin room and improved fuel economy
- Kia Motors Manufacturing Georgia to begin production before year-end

IRVINE, Calif., August 18, 2009 – Introduced in 2002, the original Kia Sorento midsize SUV marked a huge step forward for Kia Motors, challenging established brands and beginning the process of changing perceptions of Kia Motors as solely a maker of small cars. That process will continue with the arrival of the all-new 2011 model year Sorento CUV, which is scheduled to begin rolling off the assembly line at Kia's first U.S. plant – Kia Motors Manufacturing Georgia (KMMG) in West Point, Georgia – later this year, and offers improved fuel economy and more passenger room and seating capacity than the previous model.

As Kia Motors America (KMA) continues to make dramatic market share gains in the U.S., the new 2011 Sorento will continue the brand's design-led evolution, following the recent introduction of several dynamically styled vehicles including the Soul urban passenger vehicle, the Forte compact sedan, and Kia's first-ever two-door coupe, the Forte Koup.

"It will be a historic milestone when the first Sorento rolls off the assembly line at our state-of-the-art manufacturing facility in West Point, Georgia later this year," said Michael Sprague, vice president, marketing, KMA. "Our first domestically built vehicle, the all-new Sorento will be built by team members who have undergone rigorous training and who have great pride in their newly learned skills."

Styled by a global team headed by Kia Motors' Chief Design Officer, Peter Schreyer, the longer and lower 2011 Sorento brings sleek styling and a futuristic touch to the world of the urban CUV. Following Kia Motors' core philosophies of providing value, safety, warranty and fun to the driving experience, Sorento will offer an all-new design inside and out, a host of standard safety features, two- and four-wheel drive options and a variety of upscale appointments to appeal to a wide range of consumers.

Industry-Leading Warranty

Like all Kia models, Sorento will be covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year or 100,000-mile limited powertrain warranty¹, a five-year or 60,000-mile limited basic warranty, and a five-year or 100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan is also part of the comprehensive coverage program.

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.

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¹ Includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See kia.com for details.