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News Release

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KIA FORTE NAMED “CAR OF THE MONTH” BY NADAGUIDES.COM

All-new 2010 Kia Compact Sedan Lauded by Online Automotive Resource

- Forte recognized for offering sophisticated styling, value and numerous class-leading features
- All-new compact sedan tops segment by offering consumers the entire package

IRVINE, Calif., August 18, 2009 – The most recent addition to the Kia Motors America (KMA) ever-expanding line-up, the recently launched all-new 2010 Forte compact sedan has been named “Car of the Month” for August by NADAguides.com. Acclaimed for attractive styling, value and an extensive list of class-leading features, Forte is the latest installment to be launched under the brand’s design-led transformation.

“Forte boasts a number of very appealing qualities, including comfort, dynamic styling, fuel economy and overall great value for the compact segment” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “We are pleased to be able to offer consumers the complete new car package at a low price point with the confidence of a 10/100 warranty.”

The NADAguides.com “Car of the Month” program aims to provide consumers with useful commentary, information and reviews on available cars, trucks and SUVs, and features vehicles that offer impressive fuel economy, safety features and amenities.

“With a stylish and comfortable cabin, excellent fuel economy, great safety features and a 'Best in Class' engine, the Kia Forte is everything you need in a car,” said a spokesperson for NADAguides.com. “Add in the low price point and a 10-year/100,000-mile limited powertrain warranty, and the Forte provides an exceptional value.”

Available in three trims, LX, EX and SX, pricing for the all-new Forte compact sedan starts at \$13,695¹ for the LX trim, while the Forte EX begins at \$15,795. Moving up to the SX trim, pricing begins at \$17,195. In addition to competitive pricing, Forte comes well-stocked with a long list of standard amenities, starting with a standard four-speaker AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service². Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players³ as well as Bluetooth^{®4} connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible cell phones.

Along with appealing standard convenience elements, Forte showcases numerous class-leading features, including class-leading passenger volume of 96.8 cubic feet, class-leading horsepower of 156 with the 2.0-liter four-cylinder engine and a class-leading combination of standard safety features with active front headrests, advanced two-stage airbags, front seat-mounted and side curtain airbags, four-wheel disc brakes with an antilock brake system (ABS), brake assist (BAS), electronic brake-force distribution (EBD), electronic stability control (ESC), a traction control system (TCS) and a tire pressure monitoring system (TPMS).

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 Starting MSRPs exclude freight (\$695), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

² Customers must obtain SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary service not available in Canada, AK or HI. For full terms and conditions please visit SIRIUS.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ Accessory cable required for MP3 device. Cable and MP3 device sold separately.

⁴ A Bluetooth-enabled cell phone is required to use Bluetooth wireless technology. The Bluetooth wordmark and logos are registered trademarks of Bluetooth Sig, Inc.