



NEWS

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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES AUGUST SALES

Sorento SUV and Optima Sedan Are Strong Sellers; Year-To-Date Sales Up 7.4%

IRVINE, Calif., September 1, 2004 – Kia Motors America (KMA) remains on pace to set another annual sales record in 2004, despite August unit sales that were below the same month in 2003. Year-to-date sales of 180,670 are up 7.4-percent, while August sales totaled 21,132 versus 24,578 units sold during the same period in 2003.

After setting its second monthly sales record of the year in July, the Sorento mid-size SUV continues to be a strong seller with 5,139 units sold, a 23.8-percent increase over August 2003. The Optima mid-size sedan was another solid performer in August with 3,785 units sold, up 22.5-percent.

“Both Sorento and Optima have proven to be strong sellers throughout the year, and August was no exception,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “Our all-new Spectra sedan continues to receive rave reviews, and with the all-new Spectra5 five-door hatchback arriving in showrooms over the next few weeks, we’re ready for a strong finish to 2004.”

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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MONTH OF AUGUST

YEAR-TO-DATE

<u>Model</u>	2004	2003	2004	2003
Optima	3,785	3,089	31,650	22,071
Rio	2,706	3,677	29,534	26,154
Sedona	4,382	5,251	45,318	36,768
Spectra/Sepia	4,374	8,523	29,163	50,043
Sportage	-1	69	58	5,477
Sorento	5,139	4,149	34,307	27,760
Amanti	747	N/A	10,640	N/A
Total	21,132	24,758	180,670	168,273

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