

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES AUGUST SALES**

### **Sales Up 12.7% for the Month of August, 6.8% Year-to-Date**

IRVINE, Calif., September 1, 2005 – Kia Motors America (KMA) today announced monthly sales of 23,820 units for August 2005. Kia's year-to-date sales of 192,958 were 6.8 percent ahead of the record number achieved in 2004.

Kia's August sales were highlighted by a 54.4-percent increase in sales of the Spectra nameplate, as well as a 34.5-percent increase for the Amanti large premium sedan.

This month also marked the on-sale date of the all-new 2006 Rio subcompact sedan and Rio5 five-door, which both went on sale in late August. With a starting MSRP of \$10,570, the new Rio offers six standard airbags, best-in-class interior room and horsepower, and delivers 38 miles-per-gallon (highway) at a time when gasoline prices are at record highs.

"The Spectra has proven to be a strong seller throughout the year and this month was no exception," said Peter M. Butterfield, Kia Motors America's president and chief executive officer. "Now that the all-new subcompact Rio sedan and Rio5 five-door have arrived in showrooms, we are confident that we'll continue to attract new customers to our dealerships."

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Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

<b><u>Model</u></b>	<b><u>MONTH OF AUGUST</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2005</b>	<b>2004</b>	<b>2005</b>	<b>2004</b>
Rio	1,635	2,706	20,678	29,534
Spectra	6,754	4,374	40,295	29,163
Sportage	2,655	-1	18,046	58
Optima	2,916	3,785	31,240	31,650
Sedona	3,886	4,382	39,115	45,318
Sorento	4,969	5,139	31,232	34,307
Amanti	1,005	747	12,352	10,640
Total	23,820	21,132	192,958	180,670

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