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KIA WINDS UP SUMMER WITH SECOND-BEST SALES MONTH EVER

Year-to-Date Sales Increase 55 Percent

IRVINE, Calif., September 1, 1999 - Kia sales continued to climb in August with the second-best sales month in company history. With sales of 13,138 units, Kia sales were up 64 percent versus August 1998. These tremendous sales figures are, in large part, a result of Kia's month-long Y2K (Yes2Kia) advertising campaign.

Sales of the Sephia compact sedan rose 44 percent above those of the same month last year, at 7,779 vehicles. The Sportage sport-utility vehicle exploded with sales of 4,936 vehicles, a 105-percent increase from last August. Sportage 2-Door Convertible sales were nearly double those of last August. Kia's year-to-date sales through the first eight months of 1999 are 55 percent higher than in 1998.

August also marked the sale of Kia's 300,000th vehicle in America. The company began selling cars here in 1994. Kia Motors America is the sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

Model	MONTH OF AUGUST		YEAR-TO-DATE	
	1999	1998	1999	1998
Sephia	7,779	5,392	57,000	40,402
Sportage	4,936	2,412	30,154	17,846
Sportage 2-Door Convertible	423	212	3,678	384
Total	13,138	8,016	90,832	58,632