



Kia Motors America, Inc. | Alex Fedorak  
111 Peters Canyon Road | 949.468.4813  
Irvine, CA 92606 | Afedorak@kiausa.com  
Kiamedia.com

**KIA MOTORS AMERICA ANNOUNCES AUGUST SALES**

***Passenger Cars Up 22.2 Percent Year-To-Date***

**IRVINE, Calif., September 3, 2008** – Kia Motors America (KMA) today announced August sales of 25,065 units. Year-to-date sales are up 1.3 percent with 210,705 units sold. Passenger cars are up 4.9 percent for August and 22.2 percent year-to-date.

Leading August passenger car sales is Optima with 3,807 units, up 25.2 percent over the same period last year. Rio and Rondo also both had increases of 19 percent and 15.2 percent respectively over the same period last year with 3,590 and 3,508 units sold.

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

**Kia August 2008 Sales**

Page 2 of 2

<u>Model</u>	<u>MONTH OF AUGUST</u>		<u>YEAR-TO-DATE</u>	
	<b>2008</b>	<b>2007</b>	<b>2008</b>	<b>2007</b>
Rio	3,590	3,017	28,258	22,292
Spectra	6,170	6,834	55,037	49,761
Optima	3,807	3,040	38,873	28,017
Amanti	214	249	2,643	4,837
Sportage	2,845	4,109	26,132	32,067
Sorento	3,041	3,557	17,473	26,438
Sedona	886	3,023	19,210	29,281
Rondo	3,508	3,045	22,038	15,263
Borrego	1,004	n/a	1,041	n/a
Total	25,065	26,874	210,705	207,956

# # #