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KIA RECORDS BEST SALES MONTH EVER

August Sales Up 41 Percent Versus Year Ago

IRVINE, Calif., Sept. 4, 2001 – Kia today announced its best sales month ever with 23,276 vehicles sold in August, marking a 41-percent increase over August 2000. With year-to-date sales of 144,314, the Korean carmaker is 40 percent ahead of last year's record sales pace.

Among Kia models, the Sephia compact sedan continued to lead the pack with 5,698 August sales, while the Sportage sport-utility vehicle and Rio subcompact sedan continued their strong performances with 4,059 and 4,911 units sold, respectively. The all-new Sedona minivan got off to a rousing start with 3,725 sales in its first full month in the marketplace.

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

<u>Model</u>	<u>MONTH OF AUGUST</u>		<u>YEAR-TO-DATE</u>	
	2001	2000	2001	2000
Optima	2,451	n/a	15,376	n/a
Rio	4,911	3,344	36,093	3,982
Sedona	3,725	n/a	5,182	n/a
Sephia	5,698	6,259	38,679	50,230
Spectra	2,163	1,508	15,121	5,719
Sportage	4,059	4,995	31,031	40,373
Sportage 2-Door Convertible	269	348	2,832	2,985
Total	23,276	16,454	144,314	103,289

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