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DON PEARCE NAMED VICE PRESIDENT, SERVICE

IRVINE, Calif., Sept. 17, 2001 – Don Pearce, a 30-year automotive industry veteran, has been named Kia’s vice president, service and, effective Oct. 1, will oversee the areas of quality assurance, technical operations, training and warranty.

“Mr. Pearce has a strong automotive background, and we’re pleased to have someone of his stature lead our service operation,” said B.M. Ahn, Kia’s president and chief executive officer.

Pearce, 51, fills a position made vacant in July by the retirement of Lee Sawyer, formerly senior vice president of fixed operations. Pearce spent the past 16 years as with American Isuzu Motors, most recently as vice president, service and parts. He joined American Isuzu Motors in 1985 as a zone service and parts manager, continuing to take positions of greater responsibility.

Pearce joins Kia at a time when sales are up 40 percent over last year and the company is coming off its best sales month ever: 23,276 in August.

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

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