

NEWS



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KIA AMANTI, SPORTAGE RECEIVE APEAL AWARDS IN J.D. POWER and ASSOCIATES STUDY

Premium Sedan and Compact SUV Are First Kia Models To Rank Highest In Segment

IRVINE, Calif., September 22, 2005 – In just three years, Kia Motors America's (KMA) next generation products have delivered on a promise to offer U.S. consumers high-quality vehicles with an impressive array of comfort, convenience and safety equipment. That commitment was recognized this week when new-vehicle owners awarded the Kia Amanti sedan and the Sportage SUV the highest scores in their segments in the J.D. Power and Associates 2005 Automotive Performance, Execution and Layout (APEAL) Study.SM

The Amanti (Premium Midsize Car) and Sportage (Entry SUV) are the first Kia models to receive segment-leading scores in the study, which measures new-vehicle buyers' delight with the design, content, layout and performance of their new vehicles.

“The Amanti and Sportage are the latest examples of Kia's ability to develop stylish new products with more comfort and convenience features than the competition at an incredible value to the consumer,” said Kia Motors America president and CEO Peter M. Butterfield. “It is an honor for both of these vehicles to receive their top rankings because it is a direct reflection of the positive experience Amanti and Sportage owners are having with their new vehicles.”

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Now in its 10th year, the APEAL Study was based on responses from more than 115,000 new-vehicle owners who were surveyed during the first 90 days of ownership. Eight categories of vehicle performance and design are measured to assess buyer satisfaction, including: engine/transmission; ride, handling and braking; comfort/convenience; seats; cockpit/instrument panel; heating, ventilation and cooling; sound system; and styling/exterior.

Both the Amanti and Sportage follow Kia's next generation product plan -- incorporating modern, stylish designs with high levels of comfort and convenience and class-leading standard safety features -- while retaining the brand's strong adherence to the value-for-money ethic.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. The full line of Kia models including the Sedona minivan, Amanti premium large sedan, Sorento midsize SUV, Optima midsize sedan, Sportage compact SUV, Spectra compact sedan and Spectra5 hatchback as well as the Rio subcompact sedan and Rio5 five-door are available at more than 600 retailers nationwide. For more information, including photography, visit www.kiamedia.com.

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