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**FOR IMMEDIATE RELEASE**

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**KIA MOTORS'S WORLDWIDE SPONSORSHIP OF DAVIS CUP TENNIS ON DISPLAY  
AT WORLD GROUP SEMIFINAL IN CHARLESTON, S.C.**

**Kia is the Official Car of the Davis Cup Competition**

CHARLESTON, S.C., Sept. 24, 2004 – Kia Motors' global commitment to tennis will be showcased this weekend as part of the festivities surrounding the Davis Cup by BNP Paribas World Group Semifinal tie between the United States and Belarus, Sept. 24-26 at the Family Circle Tennis Center. Kia reached a sponsorship agreement with the International Tennis Federation (ITF) earlier this year to be the "Official Car" of the Davis Cup competition, which is the largest annual international team competition in sport. Kia is also the major sponsor of the Australian Open tennis tournament.

In support of the Davis Cup semifinal, Kia has provided 15 Amanti premium sedans and two Sedona minivans to meet transportation needs throughout the competition. The vehicles will be adorned with special Davis Cup sponsorship logos. Tennis fans also will have the opportunity to see and touch Kia's full vehicle line-up, including the popular Sorento mid-size SUV and the all-new Spectra sedan and its "sport-tuned" Spectra5 five-door hatchback sibling, at special product displays found at the Family Circle Tennis Center.

"Davis Cup is a unique event with a tremendous history dating back to 1900. As the Official Car of the competition, Kia is especially pleased to help bring this excitement to American tennis fans with the opportunity to watch Team USA battle Belarus in Charleston," said Phil Kelley, vice president, sales, Kia Motors America. "Tennis is a sport that is embraced around the world, as evidenced by the more than 130 nations entered in this year's competition, and we believe the history and excitement of Davis Cup are a perfect fit with the Kia brand."

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“We have developed a solid relationship with Kia Motors over the past year and we are excited about the opportunity to build further on this relationship,” said Francesco Ricci Bitti, ITF president. “Kia is a company that shares our passion for tennis and I am confident that the company will make an important contribution to the success of Davis Cup and to the sport as a whole.”

Kia Motors Corporation ([www.kiamotors.com](http://www.kiamotors.com)), which celebrates its 60<sup>th</sup> anniversary in 2004, is among the world’s fastest growing automobile companies. As part of the Hyundai-Kia Automotive Group, Kia aims to be a top five global automaker by 2010. Kia’s 15 manufacturing and assembly operations in 12 countries make more than a million vehicles a year that are sold and serviced through a network of distributors and dealers covering 190 countries. Founded in 1944, Kia is Korea’s oldest manufacturer of automobiles. Kia today has 30,000 employees and annual revenues of \$12 billion. It is the major sponsor of the Australian Open and an international sponsor of the Davis Cup.

Davis Cup is the largest annual international team competition in sport with 135 nations entered in 2004. The title sponsor is BNP Paribas, the Official Bank of Davis Cup. Kia Motors joins other international sponsors Adecco (Official Recruitment Partner), Fossil (Official Watch), Getronics (Official ICT Sponsor), Hugo Boss (Official Men’s Fashion Sponsor) and international partners, Colt Telecom (Official Managed Hosting Partner) and Wilson (Official Ball).

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