



NEWS

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KIA SEPTEMBER SALES UP 6 PERCENT

IRVINE, Calif., Oct. 1, 2003 – Kia today announced monthly sales of 19,269 units for September, up 6 percent versus last year. Year-to-date sales for Kia totaled 187,542 units, up 0.8 percent versus last year.

“In the face of shrinking inventories we’ve still managed to close out another month with a sales increase,” said Peter M. Butterfield, Kia’s president and chief executive officer. “As we replenish our inventory in the next few weeks, we head into the fourth quarter with fresh, updated 04 models and look forward to the launch of the all-new Amanti sedan.”

Several Kia models are enjoying healthy year-to-date sales increases. The Optima midsize sedan is up 12 percent and the popular Sedona minivan is up 27 percent versus last year.

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 SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2003	2002	2003	2002
Optima	3,232	1,311	25,303	22,532
Rio	3,794	4,991	29,948	40,395
Sedona	3,607	2,854	40,375	31,740
Spectra	5,071	4,581	55,119	59,479
Sportage	59	4,201	5,536	31,632
Sorento	3,506	241	31,266	241
Total	19,269	18,179	187,542	186,019

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