



Kia Motors America, Inc. 111 Peters Canyon Road Irvine, CA 92606 Kiamedia.com	Alex Fedorak 949.468.4813 Afedorak@kiausa.com
--	---

KIA MOTORS AMERICA ANNOUNCES SEPTEMBER SALES

Passenger Cars Up 17.2 Percent Year to Date

IRVINE, Calif., October 1, 2008 – Kia Motors America (KMA) today announced September sales of 17,383 units with year-to-date sales of 228,088 units. Passenger cars are up 17.2 percent year to date, with Rondo, Kia's value-laden CUV, posting a 3-percent increase over the same month last year and a 38.4-percent increase year to date.

Optima and Rio also posted year-to-date increases of 31.5 and 21.7 percent respectively with 40,778 and 30,329 units sold.

"Considering the current economic climate we are pleased to see consumers recognizing and appreciating our passenger cars for the value, safety and fuel efficiency they bring to the market," said Tom Loveless, vice president of sales, KMA.

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

Kia September 2008 Sales
Page 2 of 2

<u>Model</u>	<u>MONTH OF SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2008	2007	2008	2007
Rio	2,071	2,638	30,329	24,930
Spectra	3,878	5,785	58,915	55,546
Optima	1,905	3,004	40,778	31,021
Amanti	163	220	2,806	5,057
Sportage	1,721	4,083	27,853	36,150
Sorento	3,163	3,249	20,636	29,687
Sedona	1,648	2,544	20,858	31,825
Rondo	2,642	2,564	24,680	17,827
Borrego	192	n/a	1,233	n/a
Total	17,383	24,087	228,088	232,043

###