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KIA SALES CONTINUE UPWARD MOMENTUM

September Sales Up 25 Percent Versus Year Ago

IRVINE, Calif., Oct. 2, 2001 – Kia sold 20,585 vehicles in September, marking a 25-percent increase over September 2000. With year-to-date sales of 164,901, the Korean carmaker is 37 percent ahead of last year’s record sales pace.

Among Kia models, the Sephia compact sedan enjoyed strong sales of 5,089 units, while the Sportage sport-utility vehicle and Rio subcompact sedan kept the sales momentum with 4,486 and 3,962 units sold, respectively. Sales of the all-new Sedona minivan totaled 2,129 for the month.

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>	
	2001	2000	2001	2000
Optima	2,666	n/a	18,043	n/a
Rio	3,962	2,903	40,055	6,885
Sedona	2,129	n/a	7,312	n/a
Sephia	5,089	5,747	43,768	55,977
Spectra	2,105	1,909	17,226	7,628
Sportage	4,486	5,562	35,517	45,935
Sportage 2-Door Convertible	148	317	2,980	3,302
Total	20,585	16,438	164,901	119,727

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