

NEWS



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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES BEST SEPTEMBER SALES EVER

IRVINE, Calif., October 2, 2007 – Kia Motors America (KMA) finished out the summer with its third month in a row of record sales with September sales of 24,087 units, a 0.9-percent over the same period last year. Leading the way for the brand were Rio, Spectra and Sportage, three popular models in the Kia lineup. KMA remains on pace for another annual sales record with year-to-date sales of 232,043 units, a 4.5-percent increase over the same period last year.

“The summer months proved to be extremely competitive, and we are seeing customers increasingly turn to Kia for our value proposition, our reliability and our proven safety records as measured by NHTSA and others,” said Len Hunt, executive vice president and COO of Kia Motors America.

Rio, which earned the highest ranking in J.D. Power and Associates 2007 Initial Quality Study, sold 2,638 units, a 49-percent increase over the same period last year. The pillars of the Kia brand, Sportage and Spectra sold 4,083 and 5,785 units respectively, both increases over the same period last year. September became the seventh month to produce record sales for Kia this year.

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Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2007	2006	2007	2006
Rio	2,638	1,770	24,930	20,768
Spectra	5,785	4,966	55,546	55,910
Optima	3,004	3,296	31,021	28,354
Amanti	220	405	5,057	7,973
Sportage	4,083	3,178	36,150	26,371
Sorento	3,249	5,582	29,687	41,141
Sedona	2,544	4,680	31,825	41,481
Rondo	2,564	N/A	17,827	N/A
Total	24,087	23,877	232,043	221,998

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