

NEWS



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KIA MOTORS AMERICA SETS SEPTEMBER SALES RECORD

All-New Rio and Rio5 Off To A Fast Start; Year-To-Date Sales Up 6.2%

IRVINE, Calif., October 3, 2005 – Kia Motors America (KMA) today announced monthly sales of 23,404 units for September 2005, the company's best September sales ever, and a 1.8-percent increase over the same month in 2004. Kia has set sales records in the first, second and third quarters of 2005, resulting in 216,362 vehicles sold, a 6.2-percent increase over the first nine months of 2004.

Kia's record sales were boosted by a 21.6-percent increase in sales of the all-new Rio subcompact sedan and Rio5 five door, which both went on sale in late August. For the second consecutive month, the Spectra compact sedan and Spectra5 five-door achieved its best monthly sales since the redesigned vehicles were introduced in Spring 2004.

"2005 has been a landmark year for Kia, highlighted by the successful launches of the all-new Sportage, Rio and Rio5," said Peter M. Butterfield, Kia Motors America's president and CEO. "Our next generation products continue to attract and delight new customers, as evidenced by the Amanti premium sedan and Sportage compact SUV becoming the first Kia vehicles to top their respective segments in the recent J.D. Power APEAL Study."

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2005	2004	2005	2004
Rio	2,814	2,315	23,492	31,849
Spectra	6,951	4,480	47,246	33,641
Sephia	NA	-1	NA	1
Sportage	2,754	2	20,800	60
Optima	2,200	4,213	33,440	35,863
Sedona	3,419	4,650	42,534	49,968
Sorento	4,186	5,632	35,418	39,939
Amanti	1,080	1,710	13,432	12,350
Total	23,404	23,001	216,362	203,671

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