

NEWS



Kia Motors America, Inc. 9801 Muirlands Blvd. / Irvine, CA 92618-2521 / Ph: (949) 470-7000 / Fax: (949) 470-2809

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
Kia Motors America
(949) 470-7019

KIA MOTORS AMERICA SETS NEW SEPTEMBER SALES RECORD

IRVINE, Calif., October 3, 2006 – Kia Motors America (KMA) today announced a new September sales record of 23,877 units, a 2.0-percent increase over the same period last year. Year-to-date sales also improved over last year's record numbers, totaling 221,998 units for Kia, a 2.6-percent increase.

“Kia continues to build momentum with another month of record sales,” said Len Hunt, executive vice president and COO of KMA. “With the new auto show season on the way, keep an eye out for more exciting product from Kia.”

The Kia Sorento posted a strong September with 5,582 units sold. The Kia Sportage also sold well with 3,178 units.

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

<u>Model</u>	<u>MONTH OF SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2006	2005	2006	2005
Rio	1,770	2,814	20,768	23,492
Spectra	4,966	6,951	55,910	47,246
Sportage	3,178	2,754	26,371	20,800
Optima	3,296	2,200	28,354	33,440
Sedona	4,680	3,419	41,481	42,534
Sorento	5,582	4,186	41,141	35,418
Amanti	405	1,080	7,973	13,432
Total	23,877	23,404	221,998	216,362

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