



Kia Motors America, Inc. PO Box 52410 / Irvine, CA 92619-2410 / Ph: (949) 470-7000 / Fax: (949) 470-2800

FOR IMMEDIATE RELEASE

Contact: Kim Custer
Kia Motors America
949-470-7019

KIA SEDONA RECEIVES STRATEGIC VISION AWARD

High Marks For Total Value Bring Sedona Its Second Award In Three Years

IRVINE, Calif., Oct. 6, 2004 – The 2004 Kia Sedona was recognized this week for its outstanding value when it earned top honors in the minivan category on Strategic Vision's 2004 Total Value Index (TVI). The annual list is calculated by the San Diego research firm and correlates various economic issues in conjunction with the quality of the ownership experience.

Strategic Vision, a leading-edge consumer research company, conducted the survey among car owners who purchased their new vehicles between October 2003 and March 2004. The TVI is calculated by assessing the immediate economic issues of ownership (price, affordability, deal offered, warranty and standard equipment) and the vehicles anticipated value (durability, future trade-in, mileage and reliability). The scores are then factored against measures of the total perceived ownership experience.

"It is an honor to receive this award from Strategic Vision because it is a direct reflection of the positive experience Sedona owners are having with their new vehicles," said Peter M. Butterfield, Kia Motor America's president and CEO. "The Sedona is a tremendous value, and we are pleased that it continues to receive strong recognition from consumers."



Kia Motors America, Inc. PO Box 52410 / Irvine, CA 92619-2410 / Ph: (949) 470-7000 / Fax: (949) 470-2800

The Sedona has proven to be a landmark vehicle for Kia, particularly in the areas of customer satisfaction and safety. The Strategic Vision Award -- the second for the Sedona in the last three years -- is the minivan's latest accolade. In 2003, the Sedona was named "Best Van" by Sport Truck Connection Television for the second consecutive year; in 2002, AutoPacific, Inc. gave the Sedona top honors in the minivan category for its 2002 Vehicle Satisfaction Awards. In addition, the Sedona received the five-star crash rating from the National Highway Traffic Safety Administration (NHTSA), the government's highest safety award.

Kia Motors America is the sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

##