

NEWS



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FOR IMMEDIATE RELEASE

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KIA AMANTI RECEIVES STRATEGIC VISION TOTAL VALUE AWARD

Premium Sedan Recognized By New Car Buyers for the Quality of Ownership Experience

IRVINE, Calif., October 10, 2005 – For the second time in less than a month, new vehicle owners have expressed their extreme satisfaction with the 2005 Kia Amanti as the premium sedan earned top honors in the large car category in Strategic Vision's 2005 Total Value Index (TVI). The San Diego-based research firm's calculations correlate various economic issues with the overall quality of the ownership experience.

The Strategic Vision Award follows the recent announcement by J.D. Power and Associates that the Amanti received the highest score from new car buyers in the premium midsize car category in the company's 2005 APEAL Study.

Strategic Vision surveyed new car buyers who purchased their vehicle between October 2004 and March 2005 and had owned them at least 90 days before they were surveyed. 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 considered against measures of the total perceived ownership experience.

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Kia Amanti Wins Strategic Vision Award

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"The Total Value Award is a significant achievement because it is a direct reflection of the positive experience Amanti owners are having with their new vehicles," said Ian Beavis, Kia's vice president, marketing. "The Amanti offers high levels of comfort, convenience and safety at a tremendous value, and is another example of the excitement and delight our next generation products are delivering to consumers."

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, Korea. The full line of Kia models including the Sorento midsize SUV, Sedona minivan, Amanti premium large sedan, Optima midsize sedan, Sportage compact SUV, Spectra compact sedan and Spectra5 hatchback as well as the Rio subcompact sedan and Rio5 five-door are available at more than 600 retailers nationwide. For more information, including photography, visit www.kiamedia.com.

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