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**KIA MOTORS AMERICA AND AUTOTRADER.COM PARTNER TO SHOWCASE
NEW VEHICLE CLASSIFIEDS**

New Vehicle Dealer Inventory Available on Largest Online Classified Automotive Web Site

- Partnership expected to assist in increased vehicle and dealer inquiries by consumers
- Information on all new Kia vehicles will be easily accessible

IRVINE, Calif., October 22, 2008 – Kia Motors America (KMA) today announced it is teaming up with AutoTrader.com, the nation's leading online classified automotive Web site, to add Kia dealers' new vehicle inventory to the classified listings on the site. Among the first manufacturers to provide this new car feed, the nearly 15 million unique visitors on AutoTrader.com will have access to all new vehicle inventories of Kia dealers nationwide.

"As one of the first manufacturers to provide this kind of information online, this new partnership with AutoTrader.com demonstrates the already-strong online marketing presence Kia Motors maintains and is another step toward providing consumers with access to the most current Kia vehicles on the market today," said Michael Sprague, vice president of marketing, KMA. "With an extensive and ever-expanding line-up we are able to provide a wide array of Kia vehicles to ensure buyers have a broad selection when seeking a new vehicle."

Each listing, automatically uploaded, will include one stock photo, a thumbnail of that photo, a contact link and phone number and links to the new cars listing page for that dealer. Adding these classified listings has shown to increase dealer inquiries through a higher number of consumer e-mails, map and phone inquiries and quotes.

About Kia Motors America

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.