

KIA OPTIMA EARNS FIVE STAR SAFETY RATING FROM U.S. GOVERNMENT

Five Star Ratings Achieved for Frontal and Side Impact Crash Tests

IRVINE, Calif., October 25, 2006 – The 2007 Kia Optima has earned the highest possible safety rating – five stars – for all seating positions in the latest frontal and side impact crash tests by the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA).

Optima combines distinctive styling with a longer wheelbase, a wider track, increased horsepower, better fuel economy and dramatically improved driving dynamics for enhanced performance and passenger comfort. With six standard airbags, including full-length side-curtain airbags, the all-new Optima continues Kia’s commitment to offering the highest level of standard safety features in all of its vehicles.

“We are extremely pleased and not at all surprised with Optima’s performance and resulting five-star rating in NHTSA’s recent testing,” said Len Hunt, executive vice president and COO of Kia Motors America. “The latest five-star rating is further evidence of our commitment to building high quality vehicles with unprecedented levels of standard safety and convenience features.”

Priced under \$17,000, Optima employs standard front active headrests that move up and forward to help mitigate neck injuries to front occupants in the event of a rear-impact collision, and an energy-absorbing steering column helps reduce the possibility or severity of chest injury to the driver in a collision.

The 2007 Optima offers consumers a generous list of desirable features and a distinctive exterior design, blending modern and sporty styling cues for distinctive character both inside and out. Available in four-cylinder and V6 variations, and in two trim levels: LX and EX, all 2007 Optima models offer myriad standard features such as air conditioning, power windows and door locks, heated outside mirrors, six-way adjustable driver's seat, AM/FM/CD audio system with six speakers, 60-40 split folding rear seats, four-wheel disc brakes and a Tire Pressure Monitoring System (TPMS).

Earlier this year, Optima earned a "Good" rating – the highest possible – from the Insurance Institute for Highway Safety (IIHS) for its remarkable safety performance with top marks in the frontal and rear impact tests.

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.

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