

NEWS



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

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

KIA ACCESSORIES PROGRAM GROWS;
OEM-TUNED PERFORMANCE PARTS PLANNED

Modified Rio, Spectra Vehicles Highlight Kia-Authorized Add-On Accessories

LAS VEGAS, October 31, 2006 – For the past three years Kia Motors America (KMA) has showcased exciting and enabling product at the Specialty Equipment Market Association's (SEMA) annual trade show. Kia's parts and accessories program received its first hefty push with the tuner market through heavily customized Spectra and Spectra5 vehicles displayed during the 2004 SEMA show.

Although heavily modified show cars are fun and exciting to look at, they do not translate well in everyday driving nor are they generally affordable. This year Kia has taken a decidedly different approach to customization by bringing to market a host of performance-oriented parts designed to allow enthusiasts to customize their vehicles while staying true to Kia's principles of delivering exciting and enabling product at a value price point.

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“Value does not have to be boring,” said Len Hunt, executive vice president and COO of KMA. “Through our accessories program Kia allows consumers to individualize their vehicles with a variety of Kia-authorized add-on parts available installed by the dealer or as a weekend project in the driveway.”

Currently available for Rio and Spectra models – two popular models with today’s younger buyers - Kia-brand accessories are designed to upgrade vehicle performance and customize appearance. Rio exterior accessories are designed to provide a custom look for the owner and include a spoiler, ground effects kit, exhaust tip and nose mask. A strut tower brace, hyper ground kit and cat-back exhaust are also available to add performance to the look and round out the performance parts. Doorsill plates also are available as an interior enhancement and complete the look for Rio and Rio5.

Spectra features a line of appearance upgrades starting in the interior with gauge appearance kits, leather shift knobs, sport pedals and doorsill plates. Outside Spectra offerings include a spoiler, body kit, nose mask and a sport mesh grill. As with the Rio springs, hyper grounds as well as a strut tower brace and cat-back exhaust (sedan only) are available to kick up the fun factor.

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Later in the 2007 model year Rio and Spectra vehicles will benefit further from more performance accessories like a cold air intake and short shifter. In addition, Rio performance springs are being finalized while an under-car suspension brace, brakes and sports clutch are in the works for Spectra. A Kicker®-tuned audio system also is being developed for Spectra5. This stereo upgrades the vehicle's stock head unit and speakers to Kicker specifications and includes a Kicker subwoofer and amplifier.

Kia-authorized accessories are constructed of premium-quality materials, weigh less than stock parts and provide improved performance. Additionally, all drivetrain and suspension components can be retrofitted to earlier models. To further distinguish the performance-oriented items, applications are co-branded with "Kia by" followed by the part's manufacturer. The list includes: spark plugs (DENSO), springs (Eibach®) and strut tower braces (Tanabe®). Future co-branded accessories are cold air intakes from Injen® and short shifters designed by B&M Racing & Performance.

Add-on accessories are backed by the Kia 5-year/60,000-mile vehicle basic warranty, depending upon time and type of purchase and installation (i.e. dealer installed versus over the counter purchase and installed by the customer). When purchased at the time of a new vehicle sale and installed by the dealership, the parts warranty does not change. When purchased over-the-counter and dealer installed, the accessory is covered by the remaining basic warranty of the vehicle. However, if a consumer chooses to perform a do-it-yourself install with an over-the-counter purchase, if installed correctly, the part carries a 1-year/12,000-mile warranty.

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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.

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