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KIA REPORTS RECORD SALES MONTH

October Sales Up 79 Percent Versus Year Ago

IRVINE, Calif., Nov. 1, 2001 – Kia today announced its best sales month ever, selling 24,523 vehicles, a 79-percent increase over October 2000. This is the second time in three months Kia has set a monthly sales record. With year-to-date sales of 189,424, the Korean carmaker is 42 percent ahead of last year’s record sales pace.

Among Kia models, the Sportage sport-utility vehicle enjoyed strong sales of 6,759 units, while the Spectra compact sedan and Rio subcompact sedan kept the sales momentum with 4,933 and 4,205 units sold, respectively. Sales of the all-new Sedona minivan totaled 2,620 for the month.

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

<u>Model</u>	<u>MONTH OF OCTOBER</u>		<u>YEAR-TO-DATE</u>	
	2001	2000	2001	2000
Optima	3,019	n/a	21,062	n/a
Rio	4,205	3,536	44,260	10,421
Sedona	2,620	n/a	9,932	n/a
Sephia	2,807	4,080	46,575	60,057
Spectra	4,933	1,598	22,159	9,226
Sportage	6,759	4,249	42,276	50,184
Sportage 2-Door Convertible	180	263	3,160	3,565
Total	24,523	13,726	189,424	133,453

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