

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES OCTOBER SALES**

IRVINE, Calif., November 1, 2006 – Kia Motors America (KMA) continues on pace toward another annual sales record with year-to-date unit sales of 242,095, up 2.2-percent. While October sales totaled 20,097 units, down 2.6-percent from the same period last year, the all-new Sedona had its best month of the year with 6,241 units sold.

“Our next-generation products and phenomenal vehicle safety ratings, such as the Optima’s five-star NHTSA rating, continue to grab consumers’ attention,” said Len Hunt, executive vice president and COO of KMA. “By building upon and staying true to our core promises of value, safety and warranty, Kia is charging straight ahead toward another successful sales year in the U.S.”

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](http://www.kiamedia.com).

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<u>Model</u>	<u>MONTH OF OCTOBER</u>		<u>YEAR-TO-DATE</u>	
	2006	2005	2006	2005
Rio	1,414	2,414	22,182	25,906
Spectra	3,223	3,279	59,133	50,525
Optima	2,856	2,660	31,210	36,100
Amanti	735	1,487	8,708	14,919
Sportage	2,674	2,814	29,045	23,614
Sorento	2,951	5,293	44,092	40,711
Sedona	6,241	2,684	47,722	45,218
Rondo	3	N/A	3	N/A
Total	20,097	20,631	242,095	236,993

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