



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

Alex Fedorak
949.468.4813
Afedorak@kiausa.com

News Release

Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
Shelby.hunt@zenogroup.com

KIA MOTORS AMERICA DISPLAYS ENHANCED CONCEPT VEHICLES DURING 2009 SEMA SHOW

Upgraded Forte Sedan and Soul Urban Passenger Vehicle Showcase Numerous Accessory Possibilities

- Kia Motors brings fresh tunes and vehicles to the 2009 SEMA Show
- Concepts build on vehicles' personalization nature and offer a glimpse of extensive possibilities

LAS VEGAS, November 2, 2009 – Kia Motors America (KMA) returns to the Las Vegas Convention center and brings stylized and enhanced concept vehicles for display at the 2009 SEMA Show. Also returning this year to the KMA booth are DJ-spun tunes by a local artist to help fully showcase the enthusiast-focused White Forte sedan and Black "Sinister" Soul, based on the highly popular compact sedan and urban passenger vehicles launched earlier this year.

"The SEMA Show offers manufacturers the freedom to really push the boundaries of customization, which is exactly what we have done with the White Forte concept and Black Sinister Soul concept," said Michael Sprague, vice president of marketing, KMA. "These two vehicles expand upon the design evolution of the Kia brand and convey the extensive personalization and customization options we provide for consumers and tuners."

Black "Sinister" Soul

Based on the emotion-evoking and highly personalized Soul urban passenger vehicle, the Black "Sinister" Soul offers aftermarket enthusiasts an even more aggressive stance than the production version. Lowered and enhanced with 20-inch black rims with machined accents and smoked-out headlamps and tail lamps, the Black "Sinister" Soul presents an impressively menacing profile.

A matte sinister black exterior paint job by Buck Wild Designs with Spectral gray accents and black-out custom trim, the Sinister Soul is like none other on the road. Inside is an all-black color scheme with silver-gray accents on the upper seatbacks, as well as an upgraded sport shifter to complete the look.

Also special to the Sinister Soul is the 11-speaker 1,300-watt sound system, provided by Infinity Audio Systems. For the serious audiophile and enthusiast, Infinity outfitted the Sinister Soul with powerful performance and space-efficient components. The advanced Infinity Kappa Series Class-D full-range 500-watt amplifier drives 125 watts per channel through four channels. Two Reference Series 6-1/2-inch two-way loudspeakers and two Reference Series 6-1/2-inch component systems deliver increased bass output and higher efficiency, along with edge-driven textile dome tweeters for greater power handling and reduced distortion at high output levels.

For those looking to up the bass with low-frequency effects, Infinity employed a pair of 12-inch single voice coil (SVC) subwoofers, driven separately by an 800-watt amplifier. Both subwoofers and both amplifiers are housed in a specially-designed, sealed enclosure with a surprisingly compact footprint. The subwoofer enclosure has been designed to fit into the rear of the Soul hatch area and can be easily removed if the extra transportation or storage space is needed.

White Forte Sedan

Joining the black Sinister Soul this year at SEMA is a sleek, modified concept of the Forte sedan. Sporting 18-inch 5Zigen wheels, a custom catback exhaust and a lowered stance, this new Forte concept offers a decidedly spunkier profile aimed directly at the tuner crowd. The concept version also benefits from a Kia-designed accessory body kit and rear spoiler, as well as a custom paint job with blacked-out roof and side mirrors.

The upgraded interior with gunmetal accents and a carbon fiber sport shifter also improve upon the already technologically-focused interior of the production Forte. For the enthusiast and audiophile, Infinity Sound Systems outfitted the White Forte concept with a nine-speaker, 360-watt sound system with a subwoofer built into a custom enclosure on the right side of the trunk.

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the all-new 2011 Sorento CUV arrives in showrooms in January 2010.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 650 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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.

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