



NEWS

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FOR IMMEDIATE RELEASE

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KIA MOTORS AMERICA ANNOUNCES OCTOBER 2003 SALES

IRVINE, Calif., November 3, 2003 – Kia Motors America (KMA) today announced monthly sales of 15,181 units for October 2003. Year-to-date sales for KMA totaled 202,723 units.

“During the month of October, we experienced a lack of available inventory as our parent company worked diligently to make up for production lost during the recent labor negotiations in Korea,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “We expect to see inventories begin to recover in November as well as appropriate vehicle allocations by region. We are looking forward to the official launch of our new Amanti large premium sedan in December, and the world premier of our next generation Spectra four-door sedan at the North American International Auto Show in January.”

Several Kia models have continued to produce healthy year-to-date sales increases. The Optima midsize sedan is up 16 percent and the popular Sedona minivan is up 28 percent versus last year.

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>	
	2003	2002	2003	2002
Optima	2,193	1,194	27,496	23,726
Rio	4,622	4,430	34,570	44,825
Sedona	2,961	2,214	43,336	33,954
Spectra	2,701	4,642	57,815	64,121
Sportage	29	3,316	5,565	34,948
Sorento	2,675	2,164	33,941	2,405
Total	15,181	17,960	202,723	203,979

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