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**KIA'S "STAGE 1" CONCEPT VEHICLES REFLECT AFFORDABLE
PERSONALIZATION**

Concept Cars Explore Possibility of Expanded Authorized Accessories

LAS VEGAS, (Nov. 4, 2003) – Las Vegas originally built a reputation as a low-priced destination through affordable hotel rooms and all-you-can-eat buffets, while Kia Motors America has built a reputation of its own by offering a diverse line of vehicles characterized by their stylish appearance, versatility and long list of standard features – all at the most competitive pricing in their respective segments. Building on that reputation, Kia today unveiled three concept vehicles at the Specialty Equipment Market Association (SEMA) annual trade show featuring affordable modifications and customization, providing fresh, vibrant “one-off” personalities to its Rio Cinco 5-door wagon, Optima midsize sedan and the all-new 2004 Amanti large premium sedan.

“The Kia Stage 1 concept vehicles provide an excellent example of how value-conscious consumers can purchase an affordable new vehicle and then use accessories to create a reflection of the owner’s individuality,” said Peter M. Butterfield, president and CEO of Kia Motors America. “These concept cars will allow us to gauge consumer reactions, and could eventually lead to Kia offering an expanded line of authorized aftermarket accessories.”

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The “Stage 1” concept cars – so-called because each vehicle’s enhancements focus primarily on exterior appearance, minor tuning and suspension modifications – showcase the potential for Kia to offer an expanded array of authorized style accessories in the future. Additional performance and interior modifications could be added to the Stage 1 cars in the future to create “Stage 2” or “Stage 3” incarnations of the three concept vehicles.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. High-resolution photos of Kia’s Stage 1 concept vehicles are available at www.kiamedia.com.

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