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FOR IMMEDIATE RELEASE

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**KIA MOTORS' GLOBAL COMMITMENT TO TENNIS CONTINUES WITH
AUSTRALIAN AMATEUR OPEN TOURNAMENT IN SOUTH BARRINGTON, IL**

Men's and Women's Singles Winners Will Play in Kia Amateur Australian Open World Final

SOUTH BARRINGTON, Ill., Nov. 4, 2004 – Kia Motors' worldwide support of tennis will be on display this weekend at the Kia Amateur Australian Open at The South Barrington Club in South Barrington, IL. Kia is the title sponsor of the event, which will send the winners of the USA men's and women's tournaments on an expense-paid trip to Australia in January 2005 to play in the Kia Amateur Australian Open World Final.

In addition to the Kia Amateur Australian Open, Kia is also the major sponsor of the Australian Open tennis tournament. Earlier this year, Kia reached a sponsorship agreement with the International Tennis Federation (ITF) to be the "Official Car" of the Davis Cup competition, which is the largest annual international team competition in sport.

"Tennis is a sport with tremendous global popularity and we believe its traditions and history are a perfect fit for Kia," said Phil Kelley, vice president, sales, Kia Motors America. "The Amateur Australian Open represents a grass-roots opportunity for consumers to interact and learn more about the Kia brand, including the chance to see and touch our evolving product line-up."



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Special product displays at The South Barrington Club will showcase Kia's full vehicle line-up, including the popular Sorento mid-size SUV and the Amanti premium large sedan.

Kia Motors Corporation (www.kiamotors.com), which celebrates its 60th anniversary in 2004, is among the world's fastest growing automobile companies. As part of the Hyundai-Kia Automotive Group, Kia aims to be a top five global automaker by 2010. Kia's 15 manufacturing and assembly operations in 12 countries make more than a million vehicles a year that are sold and serviced through a network of distributors and dealers covering 190 countries. Founded in 1944, Kia is Korea's oldest manufacturer of automobiles. Kia today has 30,000 employees and annual revenues of \$12 billion. It is the major sponsor of the Australian Open and an international sponsor of the Davis Cup.

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