



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA ANNOUNCES PRICING FOR 2004 AMANTI**

### **Amanti Enters Large, Premium Sedan Segment with MSRP of \$24,995**

**MIAMI - November 7, 2003** – At the South Florida International Auto Show today, Kia Motors America announced pricing for the all-new 2004 Kia Amanti large, premium sedan with a suggested retail price (MSRP) starting at \$24,995. The Amanti, Kia’s first large, premium sedan arrives at Kia dealerships across the country in late November.

“The Amanti launches Kia into the large-car segment as the leader in safety and overall value,” said Peter M. Butterfield, Kia’s president and chief executive officer. “With the introduction of the all-new Amanti, we are taking the next step in our plan to offer a full line of vehicles that meet the needs and aspirations of a wide range of American buyers.”

The Amanti is a breakthrough model for Kia, both in terms of its styling and its positioning, with more expressive looks and a less conservative image than its competitors. This new sedan will not only appeal to a whole new group of buyers for Kia, it will also help shift consumers’ impressions of Kia as a maker of small, entry-level cars to that of a company providing leading value in a broader range of segments across the U.S. automotive market.

With its bold, expressive styling, class-leading safety features and well-equipped interior, the all-new Amanti will set a new value standard in the large-car segment. The front-wheel-drive, five-passenger Amanti is powered by a 3.5 liter, DOHC, V6 engine with 195 horsepower. The all-new large, premium sedan features active front head rests, three-stage dual front airbags, front and rear seat mounted side airbags, side curtain



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airbags, four-wheel independent suspension, power-assisted four-wheel disc brakes with ABS. The Amanti is equipped with a five-speed automatic transmission, and is offered in one model with very few options.

Inside, the Amanti features the best sound system ever offered in a Kia. An Infinity, six-channel, 270-watt, 8-speaker sound system includes a six-disc in-dash CD changer, AM/FM receiver and cassette deck. Additional comfort and convenience features include power door locks and one-touch, up and down power windows, eight-way power adjustable driver's seating, automatic climate control and class-leading head and leg room.

Amanti's ideal blend of size, comfort, interior room, distinctive styling, long list of convenience features and comprehensive active and passive safety systems make it a formidable competitor in the large-car segment in the U.S. By following the Kia formula that has made the company one of the fastest-growing brands in U.S. history, Amanti takes the key ingredients of value, quality and safety to an entirely new group of consumers. Like all other Kia vehicles, the Amanti is covered by the Kia's industry leading 10-year, 100,000-mile warranty.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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