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News Release

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2009 KIA BORREGO SELECTED IN AUTOBYTEL.COM/MYRIDE.COM EDITORS' CHOICE AWARDS

All-New Midsize SUV Chosen as "Best Kept Secret" in Sixth Annual Awards

- Rugged midsize SUV recognized for power, comfort and roominess
- Newest Kia offers luxury features and company's most powerful engine to date

IRVINE, Calif., Nov. 10, 2008 – The recently launched 2009 Kia Borrego midsize SUV, already a recipient of a five-star crash safety rating for all seating positions in frontal and side crash tests by the National Highway Traffic Safety Administration (NHTSA)¹, has been chosen as "Best Kept Secret" in the Autobytel.com/MyRide.com 2009 Editors' Choice Awards. Equipped with fuel-efficient V8 or V6 engines, Borrego was chosen for its impressive combination of capabilities, comfort and space.

"Borrego is gaining more and more recognition in the press and among consumers and the Autobytel.com/MyRide.com selection is further proof it is a solid vehicle packed with value" said Michael Sprague, vice president, marketing, Kia Motors America (KMA). "Borrego is a prime example of Kia Motors' new design direction and evidence of more outstanding product offerings to come."

The Autobytel.com/MyRide.com Editors' Choice Awards, based on a compilation of every new or substantially revised vehicle, assigns the vehicles to the appropriate categories based on factors including segment and price. Each editor voted for the vehicle they would most often recommend, with winners determined by a simple majority. Vehicles also must be available for sale during the 2008 calendar year.

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¹ Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SABs).

Borrego is offered with a DOHC, all-aluminum 3.8-liter V6 as well as Kia’s first-ever DOHC 4.6-liter V8 engine, also all-aluminum; both engines are more powerful than any in Kia’s line to date. While the V6 produces a competitive 276 horsepower at 6,000 rpm with 267 pound-feet of torque at 4,400 rpm, the all-new V8 generates a class-leading¹ 337 horsepower at 6,000 rpm with 323 pound-feet of torque at 3,500 rpm – more powerful than the Toyota 4Runner, Nissan Pathfinder, Honda Pilot, Ford Explorer, Chevrolet Trailblazer, Jeep Grand Cherokee and GMC Acadia. Borrego runs on regular unleaded fuel compared to some other competitors, which require premium unleaded and achieves best-in-class² fuel economy of 15/22 city/highway for its V8 with two-wheel drive, and a respectable 15/20 city/highway for its V8 with four-wheel drive.

About Kia Motors America

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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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¹ Compared to '08 midsize SUVs

² Borrego '09 EPA estimates compared to '08 EPA highway estimates for midsize SUVs with V8 / 2WD. (Actual mileage may vary)