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News Release

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KIA AMANTI TOPS STRATEGIC VISION TOTAL VALUE INDEX®

Full-Size Sedan Honored by Leading Research Firm

- Amanti applauded by consumers for value and appeal
- Full-size Kia sedan commended for quality in tough economy

IRVINE, Calif., Nov. 10, 2008 – Kia Motors America (KMA) today announced the Kia Amanti topped the large car segment in the Strategic Vision Total Value Index® (TVI®). The TVI considers complete consumer ownership experience as well as beliefs about the economic consequences of the purchase, either immediate or expected.

“In a tough economic climate it is good to see that consumers are recognizing the Amanti for everything that it has to offer,” said Michael Sprague, vice president of marketing, KMA. “Being that the Total Value Index considers not only the overall ownership experience but what buyers feel the economic impact of their purchase will be is a testament to Amanti’s quality and value.”

Strategic Vision calculates the TVI by taking into consideration statements that owners make about value, including expected reliability, expected fuel economy, price paid and expected resale value, and then incorporating the importance of the variables that make up the ownership experience.

Having recently topped the Strategic Vision SmartGreenIndexSM in the large car segment and recently awarded a “Good” rating from the Insurance Institute for Highway Safety (IIHS) in frontal and side impact crash tests, Amanti offers outstanding safety features, luxury and overall convenience in the full-size sedan segment. Amanti offers a long list of standard amenities, including: eight airbags; leather seats, chrome and wood accents; and a 3.8-liter all-aluminum DOHC V6 engine which generates 264 horsepower and 260 pound-feet of torque.

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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