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News Release

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KIA SOUL NAMED RECIPIENT OF THE “SUPER VALUE AWARD” BY THE ACTIVE NETWORK, INC.
***Attractive and Versatile Urban Passenger Vehicle Honored in the
2010 Active Lifestyle Vehicle Awards***

- Kia’s halo vehicle offers active consumers flexibility, value and fun
- Soul touted for being well-suited for an active lifestyle and overall functionality

IRVINE, Calif., November 16, 2009 – Kia Motors America (KMA) today announced the 2010 Kia Soul urban passenger vehicle has been named a 2010 Active Lifestyle Vehicle (ALV) award winner in the “Super Value Award” category by The Active Network, Inc. Already a recipient of multiple awards and recognitions, including being named to the “Most Exciting Cars of 2010” list by TIME.com, given a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS) and named to *AutoWeek* magazine’s “10 Great and Safe Rides for Teens” list, The Active Network, Inc. spotlighted Soul for its versatility, ability to meet the needs of an active lifestyle and overall value.

“In addition to offering an impressive package of style, safety features and value, Soul also offers those with a more active lifestyle high functionality without sacrificing excitement,” said Michael Sprague, vice president, marketing of KMA. “Soul’s abundance of space, small footprint and long list of convenience features make it a viable option for the driver on-the-go.”

The 2010 ALV Awards featured 30 vehicles across seven automotive categories, including Super Value, Best Value On-Road, Best Value Off-Road, Luxury On-Road, Luxury Off-Road, Green and Minivan. A panel of athletes and automotive journalists tested and scored the finalist vehicles on performance, functionality, value and overall enjoyment.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, the five-door hatchback offers an attractive starting price below \$14,000¹ in addition to an attractive and utilitarian style. Designed with the young and young-at-heart in mind, Soul presents an immense amount of style, value and function with a relatively small footprint and surprisingly spacious interior. Passengers will find comfort in the roomy cabin that offers 40.2/39.6 inches of headroom (front/rear), shoulder room of 55.2/55.1 inches, 42.1/39.0 inches of legroom and a passenger volume of 102.3 cubic feet, more spacious than the Scion xB, and usefulness from Soul’s efficient cargo carrier with 14 storage zones. Furthering the experience, passengers also will benefit from numerous standard convenience features, including an AM/FM/CD/MP3 audio system outfitted with SIRIUS[®] Satellite Radio capabilities (including a three month complimentary subscription)², and USB and auxiliary input jacks in the center console with full iPod^{®3} and MP3 controllability via the audio head unit and steering wheel controls (achieved with an optional Kia accessory cable).

In addition to the number of technology and convenience features found on Soul, the five-door hatchback also surrounds its occupants with abundant safety features, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 650 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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.”

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¹ Manufacturer’s Retail Suggested Price (MSRP) shown for base model and does not include destination charge of \$695, and also excludes taxes, title and license fees, additional options and retailer charges.

² Customers must renew SIRIUS subscription after trial period if they wish to retain service. SIRIUS’s[®] three-month complimentary subscription not available in Canada, AK, or HI. For full terms and conditions, visit sirius.com. SIRIUS[®], XM[®] and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ Optional Kia accessory cable required for iPod[®] mobile digital device connectivity. Cable and iPod[®] sold separately. iPod[®] is a registered trademark of Apple Inc.

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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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