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News Release

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ALL-NEW KIA SOUL AWARDED 2010 "TOP SAFETY PICK" BY INSURANCE INSTITUTE FOR HIGHWAY SAFETY

Kia Urban Passenger Vehicle Wins Second Consecutive Highest Honor from Institute

- Soul recognized for superior safety ratings in all impact crash safety tests
- Five-passenger vehicle presents consumers with an attractive, quality and safety feature-laden vehicle

IRVINE, Calif., November 18, 2009 – Further exemplifying its exceptional quality and safety, the 2010 Kia Soul has yet again been recognized by the Insurance Institute for Highway Safety (IIHS) and been given a 2010 “Top Safety Pick” award for the second consecutive time this year in the Small Car category. On the heels of being given a “2010 Automotive Excellence Award” by *Popular Mechanics*, named to TIME.com’s “Most Exciting Cars of 2010” list and being named one of “10 Great and Safe Rides for Teens” by *AutoWeek* magazine, the spunky and youthful Kia five-door was one of only five small cars to earn the organization’s top honor for earning “Good” ratings – the highest achievable – in frontal, side, rear and rollover impact crash safety tests.

“Since its launch in March, Soul has lived up to its tagline of being Kia Motors’ affordable halo vehicle by winning numerous awards and consistently being a media and consumer favorite,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “Soul being honored with a ‘Top Safety Pick’ for a second time solidifies it as a top contender in its segment as a vehicle that offers consumers the entire package.”

Ratings from the Institute are based on results from frontal, side and rear impact crash tests, and for the first time a good performance in a roof strength test to measure protection in a rollover also was required to win. Each vehicle’s overall evaluation was based on various measurements specific to each crash angle, and overall impact on crash test dummies inside the vehicle at the time of collision. All vehicles must have electronic stability control available to be eligible.

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors' funky five-door is a perfect embodiment of the brand's current design-led transformation with its unique design. In addition to immense style and value, all four Soul models also offer consumers the same high level of standard safety equipment as all Kia vehicles, 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.

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the 2011 Sorento CUV arrives in showrooms in January 2010.

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 and more recently achieved its best quarter of sales ever in 2009. 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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