



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES NOVEMBER SALES UP 44.1-PERCENT**

### **Month Highlighted By New Amanti Sales Record**

IRVINE, Calif., Dec. 1, 2004 – Kia Motors America (KMA) today announced monthly sales of 23,303 units for November 2004, the company’s best November sales ever and a 44.1-percent increase over the same month in 2003. Kia’s year-to-date sales of 249,947 were 14.1-percent ahead of the record number achieved in 2003.

“We’re pleased to report strong November sales figures which helped us surpass last year’s record yearly sales total with one month remaining in 2004,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “In the fourth quarter of 2003 we experienced a lack of available inventory and our November 2004 sales are a reflection of our ability to meet the demand of our retailers across the country.”

The Amanti large premium sedan set a new monthly sales record with 3,714 units sold. The Optima mid-size sedan continued to be a strong performer with sales of 6,043 units, the second consecutive month Optima sales have eclipsed the 6,000-unit mark.

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

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<u>Model</u>	<u>MONTH OF NOVEMBER</u>		<u>YEAR-TO-DATE</u>	
	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>
Optima	6,043	2,990	48,064	30,486
Rio	3,245	4,201	36,909	38,771
Sedona	3,550	2,982	57,408	46,318
Spectra/Sepia	2,967	2,481	41,126	60,296
Sportage	N/A	23	64	5,588
Sorento	3,784	2,927	48,516	36,868
Amanti	3,714	569	17,860	569
Total	23,303	16,173	249,947	218,896