

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA REACHES TWO MILLION SALES WITH STRONG NOVEMBER**

**IRVINE, Calif., December 1, 2006** – Kia Motors America (KMA) reached a sales milestone in the month of November by watching its two millionth vehicle drive off a dealership lot. Kia sold its one millionth vehicle in February 2003. Sales for the month of November totaled 22,203 units, a 10.5-percent increase over the same period last year. It also was the second best November in history for the company. Year-to-date sales continue to improve upon last year's record figures with 264,298 units sold, a 2.8-percent increase over 2005.

“Two million vehicles sold is a phenomenal achievement, especially for a company that joined the U.S. retail market only in 1994,” said Len Hunt, executive vice president and COO of KMA. “As the Kia brand continues to focus on bringing vehicles of great value and safety to consumers, Kia will have an even stronger market presence in years to come.”

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The Kia Rio posted its second best sales month of the year with 3,363 units sold. Entering the market in limited numbers, the recently debuted all-new Kia Rondo sold 182 units.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit [www.kiamedia.com](http://www.kiamedia.com).

<u>Model</u>	<u>MONTH OF NOVEMBER</u>		<u>YEAR-TO-DATE</u>	
	<u>2006</u>	<u>2005</u>	<u>2006</u>	<u>2005</u>
Rio	3,363	1,608	25,545	27,514
Spectra	4,149	2,647	63,282	53,172
Optima	3,364	4,251	34,574	40,351
Amanti	302	1,184	9,010	16,103
Sportage	3,126	2,714	32,171	26,328
Sorento	4,007	3,929	48,099	44,640
Sedona	3,710	3,758	51,432	48,976
Rondo	182	N/A	185	N/A
Total	22,203	20,091	264,298	257,084

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