

FOR IMMEDIATE RELEASE

Contact Geno Effler
 Kia Motors America
 949-470-7019
 or
 Jack R. Nerad
 Pacific Communications Group
 310-224-4967

KIA SALES CONTINUE TO SKYROCKET

Year-to-Date Sales Up 58 Percent

IRVINE, Calif., December 1, 1999 - Kia vehicle sales continue to reach new peaks. November sales notched a 150-percent increase over the same month last year with 11,820 units. The Korean car company has sold 125,139 vehicles so far this year - a 58-percent increase over the first 11 months of 1998.

November sales of the Sephia compact sedan - 6,545 units - made an amazing jump of 171 percent from the same period a year ago. Monthly sales of the Sportage sport-utility vehicle reached 4,988 units, up 128 percent from a year ago, while Sportage 2-Door Convertible sales of 287 units represent a 122-percent increase.

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

Model	MONTH OF NOVEMBER		YEAR-TO-DATE	
	1999	1998	1999	1998
Sephia	6,545	2,412	77,096	52,526
Sportage	4,988	2,189	43,424	25,895
Sportage 2-Door Convertible	287	129	4,619	930
Total	11,820	4,730	125,139	79,351