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News Release

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KIA MOTORS AMERICA ANNOUNCES NOVEMBER SALES

Rio, Optima, and Rondo sales each up more than 14-percent year-to-date

IRVINE, Calif., December 2, 2008 – Kia Motors America (KMA) today announced November sales of 15,182 units with year-to-date sales of 258,753 units. Passenger cars have led the way in 2008, with Rio, Optima and Rondo all posting double digit increases year-to-date. November sales were led by Spectra and Sorento, with Sorento posting a 47.3-percent increase over the same period last year.

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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.

Kia November 2008 Sales

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<u>Model</u>	<u>MONTH OF NOVEMBER</u>		<u>YEAR-TO-DATE</u>	
	2008	2007	2008	2007
Rio	2,127	2,591	34,747	30,460
Spectra	3,565	5,342	65,745	66,786
Optima	1,044	3,561	43,494	37,666
Amanti	415	138	3,420	5,397
Sportage	1,348	3,800	30,572	44,284
Sorento	2,875	1,952	26,612	34,664
Sedona	2,223	3,223	24,944	38,000
Rondo	1,395	3,570	27,589	24,148
Borrego	190	n/a	1,630	n/a
Total	15,182	24,177	258,753	281,405

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