

**FOR IMMEDIATE RELEASE**

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**KIA ACHIEVES ANNUAL SALES MILESTONE OF 200,000 UNITS**

**Annual Sales Number Reaches 206,360 units; November Sales Up 33 Percent**

IRVINE, Calif., Dec. 3, 2001 – For the first time ever, Kia’s year-to-date sales have topped the 200,000-unit milestone in the United States. Kia’s year-to-date sales reached 206,360 units after it sold 16,936 vehicles in November, a 33-percent increase over November 2000. The year-to-date sales are 41 percent ahead of last year’s record sales pace – a year in which Kia sold 160,606 vehicles.

Among Kia models, the Sportage sport-utility vehicle led the way with 3,759 units sold, while the Spectra compact sedan and Rio subcompact sedan kept the sales momentum with 3,167 and 3,411 units sold, respectively. Sales of the all-new Sedona minivan totaled 2,645 for the month.

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

<b><u>Model</u></b>	<b><u>MONTH OF NOVEMBER</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2001</b>	<b>2000</b>	<b>2001</b>	<b>2000</b>
Optima	2,011	n/a	23,073	n/a
Rio	3,411	3,533	47,671	13,954
Sedona	2,645	n/a	12,577	n/a
Sephia	1,773	2,975	48,348	63,032
Spectra	3,167	1,319	25,326	10,545
Sportage	3,759	4,611	46,035	54,795
Sportage 2-Door Convertible	170	205	3,330	3,770
Total	16,936	12,643	206,360	146,096

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