



# NEWS

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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES NOVEMBER 2003 SALES**

IRVINE, Calif., December 3, 2003 – Kia Motors America (KMA) today announced monthly sales of 16,173 units for November 2003, up 6.5 percent from October 2003. Year-to-date sales for KMA totaled 218,896 units.

“We are still rebuilding our inventory as a result of production lost during the recent labor negotiations in Korea,” said Peter M. Butterfield, Kia Motors America’s president and chief executive officer. “With our supply now being replenished with fresh, new 04 products, including the arrival of our all-new 2004 Amanti large premium sedan, we anticipate a very brisk sales pace in December to provide a strong sales close for 2003.”

Several Kia models have continued to produce healthy year-to-date sales increases. The Optima midsize sedan is up 17 percent and the popular Sedona minivan is up 20 percent versus last year. Amantis are being shipped to Kia retailers around the country to meet the demand from early buyers, with a major television advertising campaign slated for December 26. As part of the company’s launch strategy, a limited allocation of Amantis were sold to selected daily rental companies to introduce the company’s first large sedan to business travelers and other professionals that fall within the company’s demographic target for the it’s newest product. The first print ads for Amanti are now appearing on newsstands in January issues of monthly publications, with national “preview” television advertising scheduled to start December 15.

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>2003</b>	<b>2002</b>	<b>2003</b>	<b>2002</b>
Optima	2,990	1,483	30,486	25,209



Rio	4,201	3,868	38,771	48,693
Sedona	2,982	2,949	46,318	36,903
Spectra	2,481	4,527	60,296	68,648
Sportage	23	2,584	5,588	37,532
Sorento	2,927	3,330	36,868	5,735
Amanti	569	N/A	569	N/A
Total	16,173	18,741	218,896	222,720

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