

NEWS



Kia Motors America, Inc. 111 Peters Canyon Road / Irvine, CA 92606-1790 / Ph:(949) 468-4800 / Fax:(949) 468-4515

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
Kia Motors America
(949) 468-4813

KIA MOTORS AMERICA ANNOUNCES RECORD NOVEMBER SALES

IRVINE, Calif., December 3, 2007 – Kia Motors America (KMA) today announced record November sales of 24,177 units, an 8.9-percent increase over the same period last year. Leading the way for the brand were Optima, Spectra and Sportage, three popular models in the Kia lineup. KMA remains on pace for another annual sales record with year-to-date sales of 281,405 units, a 6.5-percent increase over the same period last year.

“As we close out November with the ninth month of record sales this year, Kia is well on its way to its 14th consecutive year of record sales,” said Len Hunt, president and CEO of Kia Motors America.

Spectra sold 5,342 units, a 28.8-percent increase over the same period last year. Optima and Sportage sold 3,561 and 3,800 units respectively, both increases over the same period last year. November became the ninth month to produce record sales for Kia this year.

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Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF NOVEMBER</u>		<u>YEAR-TO-DATE</u>	
	2007	2006	2007	2006
Rio	2,591	3,363	30,460	25,545
Spectra	5,342	4,149	66,786	63,282
Optima	3,561	3,364	37,666	34,574
Amanti	138	302	5,397	9,010
Sportage	3,800	3,126	44,284	32,171
Sorento	1,952	4,007	34,664	48,099
Sedona	3,223	3,710	38,000	51,432
Rondo	3,570	182	24,148	185
Total	24,177	22,203	281,405	264,298

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