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News Release

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KIA FORTE NAMED “CAR OF THE YEAR” BY NADAGUIDES.COM

All-New 2010 Kia Compact Given Esteemed Honor by Online Consumer Automotive Resource

- Forte recognized above competition for offering new-edge styling, value and fuel efficiency
- Kia Forte sedan and Koup give consumers entire package and class-leading combination of standard safety features

IRVINE, Calif., December 3, 2009 – On the heels of being named “Car of the Month” for August by NADAGuides.com, the respected online automotive source has named the all-new 2010 Kia Forte “Car of the Year.” Selected from the nine vehicles chosen as a “Car of the Month” throughout the year, Forte was honored for its attractive styling, value and an extensive list of class-leading features.

“Consumers as well as dealers have come to recognize the Kia Motors brand for attractively designed and priced vehicles with impressive fuel efficiency and a long list of standard safety features all backed by an industry-leading warranty, and the all-new Forte and Forte Koup are no exceptions,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “Forte is a very strong contender in the popular compact segment and it has definitely helped us continue to raise our brand awareness.”

The NADAGuides.com “Car of the Month” program aims to provide consumers with useful commentary, information and reviews on available new cars, trucks and SUVs, and showcases vehicles that offer impressive fuel economy, safety features and amenities. The editors at NADAGuides.com carefully review the vehicles previously chosen as a “Car of the Month” to select the most deserving “Car of the Year.” To be eligible, vehicles must be new for the model year and have a combination of impressive styling, fuel efficiency, low price point and cost of ownership. For the complete review, go to <http://www.nadaguides.com/Garage-Blog/NADAGUIDESCOM-AWARDS-2010-KIA-FORTE-CAR-OF-THE-MONTHe2809d-FOR-AUGUST.aspx>.

“Not many cars can boast a full package when it comes to design features, price, performance and fuel economy, but the Forte leaves a lasting impression with all that and more,” said Michael Caudill, automotive expert for NADAGuides.com.

Available in three trims, LX, EX and SX, pricing for the all-new Forte sedan starts at \$13,695¹ for the LX trim, while the EX begins at \$15,995 and the SX starts at \$17,495. Pricing for the stylish Koup, available in EX and SX trims, starts at \$16,595 (EX), while the SX trim begins at \$17,695. In addition to competitive pricing, Forte comes well-stocked with a long list of standard amenities, starting with a standard AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service². Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players³ as well as Bluetooth^{®4} connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible mobile phones.

In addition to emotion-evoking performance and great design, Forte and Forte Koup also showcase a class-leading combination of standard safety features with active front headrests, advanced two-stage airbags, front seat-mounted and side curtain airbags, four-wheel disc brakes with an antilock brake system (ABS), brake assist (BAS), electronic brake-force distribution (EBD), electronic stability control (ESC), a traction control system (TCS) and a tire pressure monitoring system (TPMS).

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 650 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share and more recently achieved its best quarter of sales ever in 2009. 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.

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¹ Starting MSRPs exclude freight (\$695), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

² Customers must obtain SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary service not available in Canada, AK or HI. For full terms and conditions please visit SIRIUS.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ Accessory cable required for MP3 device. Cable and MP3 device sold separately.

⁴ A Bluetooth-enabled cell phone is required to use Bluetooth wireless technology. The Bluetooth wordmark and logos are registered trademarks of Bluetooth Sig, Inc.