

# NEWS



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**FOR IMMEDIATE RELEASE**

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## **KIA MOTORS AMERICA ANNOUNCES ORGANIZATIONAL CHANGE**

*BongGou Lee Appointed President and CEO*

**IRVINE, Calif., December 5, 2006** – Kia Motors America (KMA) announced today that BongGou (B.G.) Lee has been appointed President and CEO, replacing Jong Hoon (James) Lee. Previously B.G. Lee was Chief Operating Officer for the Management & Administration Division of Hyundai Motor Company (HMC).

A veteran of international business for Hyundai, Mr. B.G. Lee has lived and worked in nine countries on four continents since 1978. Mr. Lee has been with Hyundai for the past 25 years, joining the organization in 1981. Prior to his most recent position, he served as Executive Vice President for HMC's International Business Division, and from 2003 to 2006 he headed HMC's subsidiary in Australia.

Jong Hoon (James) Lee, current President and CEO of KMA, will be returning to Kia Motors Corporation (KMC) to a new role as Vice President Overseas Sales Coordination. He has been at the helm of KMA since 2002 leading the company through rapid and successful sales growth.

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Since coming to market in the United States, Kia has expanded to a full product line of vehicles and enjoyed 12 years of consecutive sales records. Most recently, sales for the month of November totaled 22,203 units, a 10.5-percent increase over the same period last year. November also marked the sale of Kia's two millionth vehicle, and was the second best November in history for the company. Year-to-date sales continue to improve upon last year's record figures with 264,298 units sold, a 2.8-percent increase over 2005.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit [www.kiamedia.com](http://www.kiamedia.com).

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