

# NEWS



Kia Motors America, Inc. 9801 Muirlands Blvd. / Irvine, CA 92618-2521 / Ph: (949)470-7000 / Fax: (949)470-2809

**FOR IMMEDIATE RELEASE**

**Contact:** Alex Fedorak  
949-470-7019  
888-KIA-MEDIA

**KIA MOTORS ANNOUNCES  
MAJOR BASKETBALL MARKETING INITIATIVE**

*Automaker Establishes Presence In 14 NBA Markets, Including Partnerships With Nine Teams*

**IRVINE, Calif., Dec. 8, 2006** – Kia Motors America today announced a multi-tiered marketing program that includes sponsorships of nine NBA teams – including the 2006 NBA Champion Miami HEAT – and partnerships with five local-market broadcast stations that carry NBA basketball. The basketball program represents Kia’s largest sports marketing effort to date in the U.S., and is the company’s first-ever direct involvement with franchises from one of the four major sports leagues in America.

Kia has been named an “Official Partner” of the Atlanta Hawks, Boston Celtics, Miami HEAT, New York Knicks and Seattle SuperSonics, and will serve as a “Proud Partner” to the Orlando Magic, Philadelphia 76ers and Phoenix Suns. Kia also is an advertising partner of the Chicago Bulls.

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In addition to its NBA franchise partnerships, Kia also has formed media partnerships with local broadcast carriers of five NBA teams, including FSN regional sports networks in Cleveland, Dallas, Houston and Los Angeles, and Comcast SportsNet in Washington, D.C. Furthering its involvement with professional basketball, Kia is in its third year of sponsorship of ESPN's pre-game show, "Kia NBA Shootaround."

"This marketing initiative firmly establishes Kia as a leader in terms of professional basketball involvement with a foothold in nearly half of the NBA's markets," said Len Hunt, executive vice president and COO of Kia Motors America. "These team and media arrangements provide an opportunity for one-on-one interaction with consumers linked to one of their passions, and allows for ongoing involvement with our dealers in their local markets."

The basketball program is the latest high-profile sports affiliation for Kia Motors globally. Kia is currently the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup, and from 2007 to 2014 will be an official automotive partner of FIFA, the governing body of the FIFA World Cup.

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).