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News Release

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KIA MOTORS LAUNCHES NEW VERSION OF AWARD-WINNING KIA.COM WEB SITE

New Site Enhances User Experience with New Tools and Technological Upgrades

- New design enhances user experience with new technology, enhanced content, better navigation and more images and video
- Kia.com has been the winner of four J.D. Power and Associates Manufacturer Web Site Evaluation Study Awards

IRVINE, Calif., December 9, 2008 – Looking to outpace consumers' growing expectations when shopping for a new car online, Kia Motors America (KMA) today launched a completely redesigned version of its award-winning Web site, www.Kia.com. The new site integrates with the latest in Web service technologies and provides an immersive online experience while focusing on ease of navigation. Kia.com has been a four-time winner of the J.D. Power and Associates Manufacturer Web Site Evaluation Study (MWES) Award. The look and feel of the new Kia.com reflects the continuing evolution of the Kia Motors brand, including the company's global commitment to emotional vehicle design.

New features and enhancements to the Web site include a "virtual garage" that allows consumers to customize their ideal Kia vehicles with various options. Visitors also can experiment with different colors, interiors and accessories to find the vehicle that is right for them. The new "virtual garage" removes the limits of normal photos with the use of Computer Generated Imagery (CGI), allowing the consumer to create any combination of available options.

"With 75 percent of consumers researching their next new car purchase online, Kia.com is critical to our marketing strategy," said Tim Chaney, director, marketing communications, KMA. "New imagery, animations and video provide a better consumer experience and will help drive additional sales leads to our dealers."

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"Consumers have consistently rated Kia.com as one of the best auto Web sites, and this redesign will take advantage of advances in Internet technology to deliver a creative Web site that consumers trust and that elevates the brand," said David Schoonover, CRM manager and project sponsor, KMA.

About Kia Motors America

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14th consecutive year of record U.S. sales. 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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