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News Release

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ALL-NEW SPECIAL EDITION 2010 KIA IGNITION SOUL

Sizzling Limited-Run Special Edition Soul Hits Dealer Showrooms

- Ignition Soul offers scorching new color, prominent wheels and rally-inspired skin
- Second in line of special edition Souls offers same value, safety and myriad personalization options as the original Kia Soul

IRVINE, Calif., December 16, 2009 – Kia Motors America (KMA) today announced the arrival of the special edition Ignition Soul, the second of four special edition Souls to roll into dealerships. The 2010 Ignition Soul, named for its unique exterior color treatment, extends the youthful urban passenger vehicle's radical styling even further and demonstrates Soul's expansive list of personalization options. The Ignition Soul joins all other Soul models as a 2010 "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS). This second special edition Soul offers consumers yet another opportunity to find a Soul as unique as their own personalities and is matched with impressive fuel economy figures and standard safety features.

"Soul continues to demonstrate its styling versatility and ability to evolve," said Michael Sprague, vice president of marketing, KMA. "Ignition Soul offers consumers yet another way to express their individuality in a new way, packaged with the same value, safety and technology as the standard trims."

Exclusive to the Ignition Soul is a unique ignition orange exterior color, striking black 18-inch alloy wheels with machined accents, an athletic-looking body kit and rear spoiler found standard on *sport* trims, an alloy fuel door for an even more contemporary appearance and a bold off-set black racing stripe to complete the overall appearance. Like the previously launched special edition Denim Soul, Ignition Soul is based on the Soul+ model and is fully loaded with the Audio Upgrade Package (center speaker, subwoofer, external amplifier and speaker lights that pulse to the beat of the music), an iPod® connection cable for full functionality via the radio head unit and steering wheel controls, carpeted floor mats, moon roof, fender vents with side marker repeaters and fog lights. The special edition Ignition Soul starts at \$17,500¹ with a five-speed manual transmission.

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¹ MSRPs exclude freight, title, taxes, license, options and dealer charges. Actual prices set by dealer.

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Building from the Soul+ model, Ignition Soul also offers standard keyless remote entry, privacy glass on the rear and rear side windows, body-color door handles and dual body-color power side mirrors. Soul+ offers additional standard features including cruise control with steering wheel-mounted controls, Bluetooth® hands-free connectivity, dual 12-volt power outlets and tweeter speakers, all enhancing creature comforts on the road, as well as a covered upper storage bin, dual visor vanity mirrors with covers and dual map lights. Black cloth seats are adorned with Soul logo inserts, further personalizing the cabin.

About the Kia Soul

The Soul has won numerous accolades since arriving in dealerships, including two “Top Safety Pick” awards from the Insurance Institute for Highway Safety, a “2010 Automotive Excellence Award” by *Popular Mechanics*, a “Super Value Award” by The Active Network, Inc., being named to *Ward’s Autoworld’s* “Interior of the Year” list for “Grooviest Interior, named to 2009 Coolest New Cars Under \$18,000 list by Kelley Blue Book’s Kbb.com,” among several others. Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, pricing for the versatile five door begins at \$13,300 for the base trim, while Soul+ starts at \$14,950. Enhancing to the Soul! or Soul *sport* offers a price beginning at \$16,950.

Standard Kia Safety Features

Soul continues to offer the same high level of standard safety equipment as all new Kia vehicles, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags. An Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS) also are standard. Front and rear crumple zones, side-impact door beams, impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard on all Soul models, making for a comprehensive list of standard safety features.

Industry-Leading Warranty

Like all new Kia models, Soul is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile antiperforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive coverage program.

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 660 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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