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**KIA ANNOUNCES THREE EXECUTIVE PROMOTIONS**

**B.M. Ahn to Head Up Special Project**  
**J.H. Lee Becomes President and CEO**  
**Peter M. Butterfield Named COO**

IRVINE, Calif., Dec. 17, 2001 – B.M. Ahn, president and chief executive officer of Kia Motors America for the last three years, has been assigned to head up a special project in the United States involving Hyundai Automotive Group. Ahn will fulfill his duties while being based in California.

In addition, J.H. Lee, former president and chief executive officer of Hyundai Auto Canada, will assume the duties of president and chief executive officer of Kia Motors America on Jan. 2, 2002, while Kia's executive vice president, Peter M. Butterfield, will be elevated to executive vice president and chief operating officer.

Ahn, 51, has guided Kia to record sales increases in the United States since joining the company in January 1999. Specifically, Kia's annual sales went up 62 percent in 1999, 19 percent in 2000 and are up 41 percent through 11 months of 2001.

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Lee, 52, has been with Hyundai Auto Canada for five years. He joined Hyundai Motor Co. in 1975 and has held several posts during his career with the Korean automaker, including an assignment in the United States.

Butterfield, 48, is a 25-year veteran of the automotive industry who became Kia's executive vice president on Nov. 1 after 11 years at Volvo, most recently as executive vice president, car business unit. Now, with the addition of a new title – chief operating officer – he will oversee the day-to-day operations of Kia Motors America.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information on Kia, visit [kiamedia.com](http://kiamedia.com).

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