



NEWS

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FOR IMMEDIATE RELEASE

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**SHOPPERS RATE KIA WEB SITE HIGHEST IN THE
AUTOMOTIVE INDUSTRY IN NEW J.D. POWER AND ASSOCIATES STUDY**

Top Ranking Is A First For Kia.com

IRVINE, Calif., December 18, 2003 – Kia Motors’ Web site, www.kia.com, was ranked highest manufacturer Web site in the automotive industry today in the newly released J.D. Power and Associates 2003 Manufacturer Website Evaluation Study – Wave 2 (MWES). Kia ranked first overall among manufacturer Web sites in terms of consumer evaluation of the site’s usefulness, which includes navigation, site design and relevance of information.

Acknowledged for being one of the most credible and recognized studies ranking manufacturer Web sites, the MWES surveyed more than 8,400 Internet users who intend to purchase a vehicle within the next two years.

“We are proud that our Web site has been recognized by consumers for accurately communicating information about our products in a manner that is fun and engaging,” said Peter M. Butterfield, president and CEO, Kia Motors America.

The top ranking marks the first time Kia.com has had the highest ranked Web site in the MWES, although the company’s site has been among the top seven most-useful sites in nearly every J.D. Power and Associates study over the past four years, and was rated second overall in last year’s survey.

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Kia.com Ranked Most Useful

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In an effort to continually improve its Web site, Kia has explored a variety of innovative approaches over the years, rather than simply reacting to what other manufacturers are doing.

“We ranked higher than a lot of bigger competitors, which is a tribute to the high level of creativity and ingenuity we’ve developed within our company to meet the needs of our customers,” said Butterfield.

Results of the study revealed that well-designed Web sites are particularly effective in driving traffic to dealerships. In the study, sixty-two percent of respondents rating a site as “outstanding” said they were more likely to test-drive a vehicle from that make compared to only 40 percent of those who rate the site lower.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit www.kiamedia.com.

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