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News Release

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ALL-NEW 2010 KIA FORTE COMPACT SEDAN

Kia Motors' New Compact Sedan Hits the Streets of Seattle

- Kia Motors introduces sleek, muscular and fuel-efficient compact sedan
- New Forte effortlessly blends style with comfort and safety features

SEATTLE, June 12, 2009 – Following the successful launch of the all-new, widely acclaimed 2010 Kia Soul urban passenger vehicle in Miami earlier this year, Kia Motors America (KMA) today launched the all-new 2010 Kia Forte compact sedan in Seattle. The Emerald City, known for its innovation and creativity, provides the perfect backdrop for Forte, a true pioneering player in its segment. On sale in North America early this summer, Forte is the first of its kind to offer consumers an impressive combination of standard safety, comfort and convenience features.

“On the heels of several successful vehicle debuts and introductions, Forte finds itself in good company and follows in the stylish steps of Borrego and Soul,” said Michael Sprague, vice president, marketing, KMA. “With a heavy emphasis on design, Forte sedan is poised to help consumers make that emotional connection with their vehicle by offering the entire package of style, safety features and value.”

Dynamic Exterior Styling

With aggressive design cues, the new Forte firmly establishes itself as a strong contender in its segment. Sporting a bold look set apart by crisp lines, swept-back headlamps and a sleek profile, Forte exudes a wide, stable stance that conveys motion both while cruising the highway and parked in the driveway. Available in three trim levels (LX, EX and SX), Forte offers a sleek, sophisticated design. The SX trim offers a more athletic profile with 17-inch alloy wheels paired with P215/45R17-sized premium tires.



Available in three trims, LX, EX and SX, pricing for the all-new compact sedan will start at \$13,695¹ for the LX trim, while the Forte EX begins at \$15,795. Moving up to the SX trim, pricing begins at \$17,195.

Smooth and Seamless Ride

With a wheelbase of 104.3 inches, an overall length of 178.3 inches, an overall width of 69.9 inches and overall height of 57.5 inches, Forte offers comfortable seating for up to five passengers. The Kia-engineered body achieves high torsional stiffness giving Forte taut, responsive handling, a smoother ride quality and greater refinement than its competitors, with a specially tuned, Kia-developed suspension adjusted perfectly for responsive handling on S-turn laden roads. Additional refinements are fitted throughout Forte to help ensure a comfortable ride with good noise, vibration and harshness (NVH) reduction qualities.

Forte's front-wheel-drive unibody structure employs an independent front suspension with MacPherson struts and a stabilizer bar and a torsion beam rear suspension with struts and coil springs. This combination helps provide the optimal balance of handling and comfort. An engine-speed-sensitive, power-assisted rack-and-pinion steering system adds the finishing touch for precise handling by providing the most advantageous amount of assist for varying road conditions. In keeping with the energetic essence of the SX model line, a sport-tuned suspension gives the chassis a firmer feel and responsiveness resulting in a sportier and more spirited ride. The SX model also features larger front brakes for improved stopping capabilities.

Modern and High-Tech Interior

With one of the roomiest interiors in the segment, Forte boasts a spacious 96.8 cubic feet of passenger volume, while driver and passengers have an impressive 40.0 inches of headroom and 43.3 inches of legroom in the front seats and 37.8 inches of headroom and 35.0 inches of legroom in the rear seats. Forte's trunk also offers a best-in-class 14.7 cubic feet of cargo space, perfect for luggage and weekend getaways or around-town grocery shopping.

Capitalizing on its spacious interior, Forte makes every effort to incorporate style and function, starting with a crisp, high-visibility center stack and a driver-oriented three-gauge instrument cluster exuding a stylish red glow. Forte continues to pamper its riders with a host of interior features, starting with comfortable, nicely appointed full cloth seats. A six-way adjustable driver's seat, tilt steering column, rear defroster and dual 12-volt power outlets in the center console are driver- and passenger-conscious luxuries standard on every vehicle.

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¹ Starting MSRP's exclude freight, title, taxes, license, options and dealer charges. Actual prices set by dealer.

EX and SX models offer a number of additional standard luxurious touches such as: power windows and door locks; remote keyless entry; air conditioning; map lamps; steering wheel-mounted audio and cruise controls; tweeter speakers; dual front and rear cup holders; and floor mats. Forte EX models also offer an optional Premium Package that includes a power moonroof and 16-inch alloy wheels, or a Leather Package that includes leather-trimmed seats with front seat warmers, leather-wrapped steering wheel and shift knob and metal-finish trim.

The SX model brings even more standard features, including a unique black interior with sport cloth fabric adorned with red stitching, a telescoping steering column, Supervision™ gauge cluster, leather-wrapped steering wheel and shift knob and metal-finish trim and pedals. The SX model also offers the optional power moonroof and leather-trimmed seats with front seat warmers.

Lively Performance and Power

Forte LX and EX are powered by a 2.0-liter DOHC four-cylinder engine, producing a class-leading 156 horsepower¹ and 144 pound-feet of torque, that features Continuously Variable Valve Timing (CVVT) and multi-port electronic fuel injection, both of which provide for greater performance and fuel economy. The SX features an upgraded 2.4-liter inline four-cylinder engine, also with CVVT, which delivers 173 horsepower² – more powerful and with better fuel economy than the Mazda3s and Corolla XRS.

Four transmission options are offered for the 2010 Forte: a standard five-speed manual transmission or an optional electronically controlled four-speed automatic transmission (LX and EX models). The SX model features a standard six-speed manual transmission and an optional five-speed automatic transmission with Sportmatic®.

Offering impressive fuel economy, the 2.0-liter engine offers a competitive 25/34 mpg (city/highway) when mated to either the five-speed manual or four-speed automatic transmissions, while the 2.4-liter engine turns out a notable 22/32 mpg when paired with the six-speed manual and 23/31 with the five-speed automatic.

The optional Fuel Economy Package, available on the EX model with the 2.0-liter powerplant, includes the five-speed automatic transmission, Motor Drive Power Steering (MPDS), “smart” alternator, silica tires and aero enhancements. These improvements result in 27/36 mpg and a class-leading combined fuel economy of 30 mpg.

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¹ 2.0-liter SULEV-rated engine offers 154 horsepower

² 2.4-liter SULEV-rated engine offers 165 horsepower

Jamming Sound System

Forte comes with a ground-breaking combination of standard convenience features, starting with a standard four-speaker AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities with three months complimentary service¹. Also standard on all models is an auxiliary audio input jack and USB port for connecting personal MP3 players as well as Bluetooth® connectivity with steering wheel-mounted controls, which enables hands-free operation for all compatible cell phones. For true audiophiles, the EX and SX packages add a standard six-speaker surround-sound audio system.

Forte's advanced audio system also includes Speed Dependent Volume Control (SDVC), which automatically increases the volume at higher speeds for better listening enjoyment, and Power Bass, which automatically enhances the bass response and tone.

Standard Kia Motors Safety

Forte offers a class-leading level of standard safety equipment, with features such as front active headrests, dual advanced front airbags, front seat-mounted and side curtain airbags, full-length side curtain airbags, side impact door beams, front and rear crumple zones, four-wheel disc brakes with an Antilock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BAS), Electronic Stability Control (ESC), a Traction Control System (TCS), and a Tire Pressure Monitoring System (TPMS).

Industry-Leading Warranty

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

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¹ Customers must renew SIRIUS subscription after trial period if they wish to retain service

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line of 13 vehicles to meet the needs of all lifestyles. The vehicle line features the functional Rondo CUV and award-winning Sedona minivan along with a wide variety of popular passenger cars, including the refined Amanti full-size sedan, purposeful Optima midsize sedan, versatile and compact Spectra and Spectra5, and sporty yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego, rugged Sorento and value-packed Sportage SUVs. The 2010 Soul and Forte further complement the lineup as they arrive in dealerships, as will the 2010 Forte Koup.

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 625 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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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