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News Release

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ALL-NEW 2010 FORTE KOUP

Striking Design and Modern Interior Highlight Kia Motors' First-Ever Two-Door Coupe

- Forte Koup's crisp, clean and powerful exterior styling exudes speed
- Kia's newest vehicle offers same distinctive Kia style, value and safety features as sedan

IRVINE, Calif., October 1, 2009 – With performance-inspired, aggressive and smooth styling, the all-new 2010 Forte Koup joins the Kia Motors America (KMA) line-up as the company's first-ever two-door coupe. Following the lead of sibling Forte compact sedan, Forte Koup embodies the brand's current design-led evolution and raises the bar in its segment with impressive style and a blend of standard comfort, technology, performance and safety features.

Technology and Connectivity Comes Standard

Available in two trim levels (EX and SX), Forte Koup surrounds its occupants with the latest in must-have technology, with all models featuring Bluetooth® connectivity and steering wheel-mounted controls that enable voice-activated hands-free operation for compatible cell phones. For listening convenience, steering wheel-mounted audio controls also come standard on all models, as do USB and auxiliary input jacks in the center console with full iPod® and MP3 controllability via the audio head unit or the steering wheel-mounted controls. A six-speaker AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio and three months of complimentary service¹ also comes standard on all models, while speaker lights that can either pulse to the beat of the music or simply add mood lighting come standard on all SX models to enhance the personal lounge feeling of the interior.

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

Curb Appeal

Based on the KOUP concept vehicle debuted during the 2008 New York International Auto Show (NYIAS), and voted a “Best in Show” by MSN Autos after its official unveiling during the 2009 NYIAS, Forte Koup’s fluid lines and balanced proportions closely mirror the powerful design cues of the concept vehicle and offer the same refined and athletic stance with swept-back wrap-around headlamps, aggressive air intakes and a low, sleek profile. Forte Koup offers a muscular yet sophisticated design, and even from behind the two-door coupe exudes attitude with slim, wrapped tail lamps, dual exhaust outlets and a rear diffuser.

Standard exterior features are plentiful throughout the Forte Koup EX, including dual chrome exhaust outlets, power heated outside mirrors with integrated turn signal indicators, body-color bumpers and 16-inch alloy wheels outfitted with 205/55R16 Hankook® or Nexen® tires and five-spoke alloy wheels. The SX trim offers an even more powerful profile with 17-inch alloy wheels paired with 215/45R17-sized premium Goodyear® tires and distinctive black-accented 10-spoke alloy wheels. Buyers can choose from an exciting array of exterior colors, including Titanium, Spicy Red, Corsa Blue, Copperhead and Racing Red.

Smooth and Vibrant Ride

With a wheelbase of 104.3 inches, an overall length of 176.4 inches, an overall width of 69.5 inches and overall height of 55.1 inches, the Forte Koup body is 2.4 inches lower, 2.0 inches shorter and 0.4 inches narrower than its sedan sibling, but with the same wheelbase as the sedan Koup provides comfortable seating for up to five passengers. Koup’s lowered stance provides smooth aerodynamics for a more exciting and spirited ride with a highly competitive coefficient of drag (Cd) of 0.31, which helps improve air flow over, under and around the vehicle, and an aerodynamic lift coefficient (Ci) of just 0.21 that helps increase stability at higher speeds.

The two-door body’s high torsional stiffness gives Forte Koup taut, responsive handling, a smoother ride quality and greater refinement than its competitors. Tuned in the U.S. to appeal to livelier driver preferences, the suspension is refined for responsive and predictable handling on snaking roads. Built on a lightweight, hydro-formed subframe, Koup’s front suspension employs MacPherson struts similar to the sedan, however high-speed stability has been enhanced by lowering the ride height and widening the wheel track. The SX trim also comes with a sport-tuned suspension set to provide a firmer ride with reduced body roll and improved handling.

An engine-speed-sensitive, power-assisted rack-and-pinion steering system with high gearing adds the finishing touch for precise driver input to help provide the most advantageous amount of assist for varying road conditions. The smart front suspension design allows for a highly competitive turning circle of just 33.9 feet, or 35.4 feet when outfitted with 17-inch alloy wheels.

Additional refinements are utilized throughout Forte Koup to help ensure a comfortable ride while significantly reducing noise, vibration and harshness (NVH). Koup is equipped with a lower bumper bottom lip, underfloor airflow deflectors ahead of all four wheels and an engine bay cover, which all assist in reducing drag. Additionally, all-new noise-lowering materials are used in the engine bay bulkhead and rear parcel shelf, including the injection of sound-dampening foam into hollow sections of the bodyshell at strategic noise-transference points and improved door and window seals.

Refined Performance

Truly a driver's car, Koup is more powerful than the base Honda Civic coupe, Ford Focus coupe or Chevrolet Cobalt coupe and is driven by a 2.0-liter inline four-cylinder engine, producing 156 horsepower and 144 pound-feet of torque¹ that features Continuously Variable Valve Timing (CVVT) and multi-port electronic fuel injection, both of which allow for greater performance and fuel economy. The SX features an upgraded 2.4-liter inline four-cylinder engine, also with CVVT, which delivers 173 horsepower and 168 pound-feet of torque², more than the Scion tC. Expanding upon the dynamic look and feel, Forte Koup benefits from a dual-outlet exhaust outfitted on both trims.

Like the Forte sedan, four transmission options are available for 2010 Forte Koup models: a standard five-speed manual transmission or an optional electronically controlled four-speed automatic transmission with overdrive (EX models), while the SX model features a standard six-speed manual transmission and an optional five-speed automatic transmission with overdrive and Sportmatic™.

Forte Koup fuel economy is not sacrificed for performance as both engines deliver at least 31 miles per gallon (highway). The 2.0-liter engine offers 25/34 mpg (city/highway) when mated with either the five-speed manual transmission or optional four-speed automatic. Those opting for the more powerful 2.4-liter engine can expect an economical 22/32 mpg with the six-speed manual and 23/31 when paired with the five-speed automatic transmission.

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¹ 2.0-liter SULEV-rated engine offers 154 horsepower and 139 pound-feet of torque

² 2.4-liter SULEV-rated engine offers 165 horsepower and 161 pound-feet of torque

Striking Interior

With a surprisingly spacious interior for a two-door coupe, Forte Koup provides a comfortable and class-leading 90.7 cubic feet of interior volume, larger than the 2009 Honda Civic Coupe, Scion tC or Chevrolet Cobalt Coupe. Driver and passengers have an impressive 38.7 inches of headroom and 43.6 inches of legroom in the front seats and 35.3 inches of headroom and 33.9 inches of legroom in the rear seats. Trips to the beach and weekend getaways are a breeze with ample cargo space of 12.6 cubic feet, enough to accommodate luggage and belongings of all passengers, while 60/40-split folding rear seats that fold nearly flat extend the available amount of cargo space even further.

Forte Koup continues the comfort treatment with a host of standard interior features, beginning with supportive, nicely appointed sport seats outfitted with more aggressive bolsters on the seat cushion and seat back for optimal comfort and support. Additional standard equipment on all Forte Koup models includes air conditioning, power windows, power door locks with remote keyless entry, cruise control with steering wheel-mounted controls, a driver's seat height adjuster, adjustable rear seat headrests, tilt steering column, rear defroster, center console with dual cup holders and storage area, dual map lamps with ceiling-mounted, drop-down sunglasses holder and variable intermittent windshield wipers.

Progressing to the SX trim offers additional standard touches such as: unique cloth seats with vibrant red stitching, a tilt and telescopic steering column, speaker lights, leather-wrapped steering wheel and shift knob, metal pedals and metal finish trim. Both EX and SX trims also offer an optional power sunroof with tilt.

An optional Leather Package is available on both EX and SX trims. When combined with the EX trim the Leather Package adds leather seats, leather-wrapped steering wheel and shift knob, metal-finish trim and heated seats. When paired with the SX trim, it includes leather and heated seats in addition to the standard leather-wrapped steering wheel and shift knob.

A Supervision™ gauge cluster with trip computer, standard on SX models, further enhances Koup's energetic personality with its red-hued glow and message display shown at the bottom of the cluster. This display includes information on distance to empty, engine coolant temperature, elapsed time, door-open alerts, fuel consumption, average mpg and instantaneous mpg.

Standard Kia Motors Safety Features

Forte Koup offers the same class-leading level of standard safety equipment as the sedan, 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 Koup 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.

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the rugged 2011 Sorento CUV arrives in showrooms in January 2010.

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 650 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.