

KIA CORPORATE HISTORY

1944

- Kia Motors Corporation of Seoul, South Korea, is founded as a manufacturer of steel tubing and bicycle parts

1951

- Company is officially named 'Kia Industries'
- Production of Korea's first bicycle begins

1957

- Production of Korea's first motor scooter, the C-100, begins
- Shihung factory is established

1961

- Production of Korea's first motorcycle, the C-180, begins

1962

- Production of Korea's first truck, the K-360, begins

1971

- The Titan, a 4-wheel cargo truck, is produced

1972

- Kia Service Co., Ltd. Is established

1973

- The Sohari plant, Korea's first fully integrated automobile production facility, opens and Korea's first internal combustion engine is produced
- Production of a gasoline engine begins

- The Brisa B-1000 pick-up is produced

1974

- Kia begins manufacturing the Peugeot 604
- Kia makes the Fiat 132

1981

- The Bongo truck is produced

1984

- Kia Research and Development Center is established

1990

- The corporation name is changed to 'Kia Motors, Inc.'

1991

- Kia Motors Corporation announces plans to enter U.S. marketplace and sell the Sephia compact sedan, followed by a sport-utility vehicle, the Sportage.
- Kia Motors Corporation becomes the first automaker to receive Korea's Total Quality Control (TQC) Grand Prize at the 17th National Quality Control and Standardization Contest. Equivalent to Japan's Deming Prize and America's Malcolm Baldrige Award, the honor is the most prestigious of its kind in Korea

- **1992**

- Kia Motors America is incorporated in October 1992 as the sales, marketing and service arm for Kia Motors Corporation in the United States
- Kia Motors Corporation is honored as the first auto manufacturer to receive the Grand Prize for General Facilities Management at the 18th annual National Quality Management Competition

1993

- Kia opens parts distribution center in Fullerton, Calif.
- Kia signs first 20 dealers to sell vehicles in the U.S.
- Sportage compact SUV is introduced

1994

- Sephia compact sedan, priced at \$8495, goes on sale at four Portland-area dealers, marking Kia's official entry into the U.S. market
- Sephia outsells Dodge Neon and Mazda Protégé in eight cities
- Kia moves into corporate offices at 2 Cromwell in Irvine, Calif.
- Annual sales: 12,163 vehicles

1995

- Kia celebrates first anniversary of sales in the United States
- Kia's 100th dealer opens in Austin, Texas; Kia is now sold in 20 U.S. states
- Kia's second U.S. model, the Sportage compact SUV, is introduced
- Restyled 1995.5 Sephia goes on sale
- Sportage named "Best of What's New" by Popular Science magazine
- Sportage wins its class in the Baja 1000, entering the same Sportage that completed the 1993 Paris-Dakar rally, becoming the first vehicle ever to complete both courses
- Annual sales: 24,740 vehicles

1996

- In July, Kia sells its 50,000th vehicle in the United States
- Sportage goes on sale in the U.S., featuring the industry's first knee airbag
- Kia opens 30 more dealerships in Florida, bringing its dealer count to 170
- Four Wheeler magazine names Sportage one of the "Ten Best Buys in 4WD"
- 1997 Sportage is rated "The Best Buy" among compact sport-utility vehicles according to the Men's Journal 1997 Buyer's Guide
- Sephia wins the 1996 SCAA PRO Rally production class championship
- Annual sales: 36,274 vehicles

1997

- Kia sells its 100,000th vehicle in the United States
- Kia.com is launched
- Sephia completes a 200,000-mile test against Toyota Corolla. Engine teardown results show the Sephia with 81 percent of engine measurements within factory tolerance, while the Corolla has only 66 percent
- Sportage is named a “Best Overall Value of the Year” by IntelliChoice
- Four Wheeler magazine names Sportage one of the “Ten Best Buys in 4WD”
- In its first attempt, Sportage wins Class 3 championship of SCORE Desert Championship Series, winning five of seven races and finishing every mile of every race
- Annual sales: 55,325 vehicles

1998

- In October, Hyundai Business Group receives winning bid for a controlling interest in Kia Motors Corporation
- Kia revises Sportage and introduces a 2-door convertible model
- Four Wheeler magazine names Sportage one of the “Ten Best Buys in 4WD” for the third year in a row
- Sportage is named a “Best Overall Value of the Year” by IntelliChoice
- Sportage wins Class 3 championship of SCORE Desert Championship Series for the second year in a row
- In its first attempt, Sportage wins Class 3000 championship of the Silver State Series, a four-state series in the Nevada desert
- Annual sales: 82,893 vehicles

1999

- Kia sells its 300,000th vehicle in the United States
- In early 1999 Kia completed its nationwide rollout, with dealerships in all 50

states with the exception of North Dakota, making it the fifth largest import brand in dealer count

- The purchase of Kia Motors Corporation is completed in March
- Kia Motors Corporation (Korea) returns to profitability, and becomes one of the biggest business turnaround stories of recent years
- Sportage wins its class in the Baja 1000, clinching the Class 3 championship in the SCORE Desert Series
- Annual sales: 134,594 vehicles -- a 62 percent increase over 1998

2000

- Kia sells its 500,000th vehicle in the United States
- Kia expands its vehicle line-up by introducing the Spectra5 sport sedan hatchback, Rio sub-compact sedan and Optima mid-size sedan
- Four Wheeler magazine names the Sportage one of the “Ten Best Buys in 4WD” for the fourth time in five years
- Sportage wins Class 3 of the Baja 2000, clinching its fourth straight Class 3 championship in the SCORE Desert Series
- Annual sales: 160,606 vehicles – a 19 percent increase over 1999

2001

- Sedona minivan and Rio5 sub-compact hatchback are launched in the U.S.
- Annual sales: 223,727 vehicles

2002

- Kia sells its 750,000th vehicle in the United States
- Sedona earns Kia’s first five-star crash rating from the National Highway Traffic Safety Administration (NHTSA) in frontal and side impact crash tests
- All-new Sorento mid-size SUV is unveiled as a 2003 model
- Redesigned 2003 model year Rio and Rio5 debut

- Sedona receives a Vehicle Satisfaction award for customer satisfaction from AutoPacific
- Sedona earns top honors for outstanding value by Strategic Vision
- Sorento is voted “Best SUV under \$25,000” and “Best Overall SUV Value” by the Northwest Automotive Press Association (NWAPA)
- Sedona is named the “Best Van” by Sport Truck Connection at the Annual Light Truck and SUV Awards (ALTAS)
- Kia is awarded the Gold Effie for Brand Campaign
- Sportage makes its debut in the SCORE Trophy Truck competition, the most grueling off-road racing division, at the San Felipe 250
- Annual sales: 237,345 vehicles

2003

- Kia sells its one millionth vehicle in the United States
- Kia, along with Hyundai Motors America, opens a new design center based in Irvine, Calif.
- Sorento earns a five-star crash rating from the National Highway Traffic Safety Administration (NHTSA) in side impact crash tests
- Amanti premium large sedan introduced as a 2004 model at the New York Auto Show
- Sorento is ranked highest in its segment in the Strategic Vision Total Quality Index™ (TQI) study
- Sorento named “Most Wanted SUV under \$25,000” by Edmunds.com
- Sorento named “Best Midsize SUV” in MotorWeek magazine’s Driver’s Choice awards
- Sorento named “Best SUV under \$25,000” by the New England Motor Press Association (NEMPA)
- Sorento earns “Best in Class” Vehicle Satisfaction Award from AutoPacific
- J.D. Power and Associates consumer survey names Kia.com as the highest-ranking manufacturer Web site in the automotive industry
- Annual sales: 237,471 vehicles

2004

- Kia achieves 10th consecutive year of record sales
- Optima earns a five-star rollover rating from the National Highway Traffic Safety Administration (NHTSA) in rollover tests
- Second generation Spectra makes its world debut at the North American International Auto Show in Detroit
- Second generation Spectra5 makes its U.S. debut at the New York Auto Show
- Second generation Sportage unveiled
- Sedona earns top honors in the minivan category in the Strategic Vision Total Quality Index™ (TQI) study
- Amanti named “The Most Significant New Entry Into the Luxury Segment” by Car.com
- Sorento named “Best in Class” by Truck Trend magazine
- Sorento named “Best SUV Value” by the Northwest Automotive Press Association (NWAPA)
- Spectra named “Best Economy Car” and Amanti named “Best Family Sedan” by El Hispanic News
- Annual sales: 270,055 vehicles

2005

- Kia breaks ground on its new U.S. Corporate Campus in Irvine, Calif.
- Amanti and Sportage are first Kia vehicles to win Automotive Performance, Execution, and Layout (APEAL) award from J.D. Power & Associates. For J.D. Power and Associates award information, visit www.jdpower.com
- Kia begins testing fuel cell vehicles
- Kia launches its new global brand strategy “The Power to Surprise,” aimed at embodying “Exciting and Enabling”
- Second generation Rio makes its world debut at the North American International Auto Show in Detroit
- Second generation Sedona premieres at the Chicago Auto Show
- Amanti ranked highest in its segment in the Strategic Vision Total Value Index™ (TVI) study

- Amanti named “Most Delightful Vehicle of 2004” by Strategic Vision
- Rio receives Autobyte’s Editor’s Choice Award for “Most Improved Car of 2005”
- Spectra5 is named one of the “Top 10 Coolest Cars Under \$18,000” by Kelley Blue Book’s kbb.com
- Sportage is named “Best in Class Compact SUV under \$25,000” by the Northwest Automotive Press Association (NWAPA)
- Spectra and Spectra5 are given the “Best Buy” Award by Consumer’s Digest
- Sportage is named one of the “Top 10 Cars for Graduates” and one of the “Top 10 Most Fuel Efficient Vehicles” by Edmunds.com
- J.D. Power and Associates consumer survey names Kia.com as the highest-ranking manufacturer Web site in the automotive industry
- Annual sales: 275,851 vehicles

2006

- In November, Kia sells its two millionth vehicle in the United States.
- In March, Kia Motors Corporation announces plans to open its first U.S. manufacturing plant in West Point, Ga. where production is planned to begin in 2009
- In addition to earning a five-star crash rating from NHTSA, the second generation Sedona is the first minivan to earn the “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS) in frontal, side and rear impact crash tests. IIHS calls Sedona “the best minivan we’ve ever tested.”
- Optima is awarded "Good" rating by the Insurance Institute for Highway Safety (IIHS) in frontal and rear impact crash tests
- Rio and Rio5 are ranked highest in initial quality in the sub-compact car category (tie) by J.D. Power and Associates, becoming Kia’s first IQS segment winner. For more J.D. Power and Associates award information, visit www.jdpower.com
- Kia plans to launch the all-new Rondo CUV
- Spectra and Sportage named “Recommended Buys” by Consumer Guide
- Amanti and Spectra receive “Most Delightful Vehicle” award from Strategic Vision
- Rio, Optima and Sedona named “Best Bets” by Car Book

- Sportage named one of the “Top 10 Coolest Cars Under \$18,000” by Kelley Blue Book’s kbb.com
- Sorento named “Best Midsize SUV” in Branddimensions’ Consumer Voice Awards

2007

- In August, Kia Amanti Awarded "Good" Rating by Insurance Institute for Highway Safety.
- In November, Kia Motors America Announces Certified Pre-Owned Program.
- In December, Kia Spectra5 Ranked #1 in U.S. News & World Report Auto Rankings.
- In July, Sedona and Sorento are awarded "Good" ratings from the Insurance Institute for Highway Safety (IIHS) in rear impact crash tests.
- In June, Rio and Rio5 are ranked highest in initial quality in the subcompact car category by J.D. Power and Associates for the second consecutive year. For more J.D. Power and Associates award information, visit www.jdpower.com
- In June, Sorento and Sedona top their segments in the Strategic Vision Total Quality Index™ (TQI) study
- In February, Sedona, Rio, Rio5, Spectra, Spectra5, Optima, Sportage and Sorento awarded prestigious The Car Book’s 2007 “Best Bet” award.
- In February, 2007 Kia Sedona honored with MotorWeek’s “Best Minivan” award.
- In January, 2007, U.S. Corporate Campus in Irvine, Calif. opens.

2008

- In March, Kia globally unveiled the refreshed 2009 Optima midsize sedan at the New York International Auto Show that is set to go on sale in early fall.
- In March, Kia debuted the KOUP concept at the 2008 New York International Auto Show (NYIAS) during a press conference at the Jacob K. Javits Convention Center
- In January, Kia introduces the all-new Borrego midsize SUV at the 2008 North American International Auto Show in Detroit that is set to go on sale this summer as a 2009 model.

- In January, Kia announces multi-year partnership with the National Basketball Association (NBA) and becomes the Official Automotive Partner of the NBA
- In May, Kia celebrated its best sales month ever with record April sales of 30,066 units, a 15.6-percent increase over the same period in 2007
- In June, Kia announced its best sales month ever for the second consecutive month with record May sales of 31,047 units
- On June 24, Kia celebrated the official grand opening of its U.S. headquarters and state-of-the-art design center in Irvine, Calif.
- In August, Kia announced its best July ever with record sales of 28,021 units
- In December, Kia launched an updated version of its award-winning Web site, Kia.com

2009:

- In January, Kia achieved 14th consecutive year of increased market share
- In August, Kia celebrated record July sales of 29,345 units, up 9.3 percent from June 2009
- In August, Kia announced the all-new 2011 Sorento CUV will be first vehicle built¹ at U.S. manufacturing plant
- In September, Kia achieves all-time record monthly sales of 40,198 in August, up 37 percent over July and 60.4 percent year over year from August 2008
- In September the all-new 2011 Sorento CUV is announced to officially go on sale in early 2010
- In October, Kia announces best quarter ever with a September monthly total of 21,623 units sold, a 24.4-percent increase from September 2008

2010

- In January, Kia celebrates 15th consecutive year of increased market share
- In January, Kia debuts advanced infotainment system, UVO powered by Microsoft® during 2010 International CES

- In February, Kia airs company's first-ever Super Bowl ad, nicknamed "Joyride Dream," during the big game on February 7
- In February, Kia announces partnership with professional golfer Michelle Wie and becomes title sponsor of LPGA's inaugural Kia Classic
- On February 26, Kia Motors Manufacturing Georgia celebrates its official Grand Opening
- In March, Kia achieves all-time record February sales of 24,052, up 2.3-percent from previous sales record set in February 2007

¹ Assembled in the United States from U.S. and globally-sourced parts.