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Contact: Kim Custer
Kia Motors America
949-470-7019 office
949-939-7723 cell
or
Jay Joyer
PR21
949-470-7194 office
949-370-0368 cell

KIA ANNOUNCES PRICING FOR ALL-NEW 2004 SPECTRA FOUR-DOOR SEDAN

**Aggressive Pricing Adds Further Value To Compact Sedan Offering
Class-Leading Standard Safety Features, Interior Volume**

CHICAGO, February 5, 2004 - At the Chicago International Auto Show today, Kia Motors America (KMA) announced pricing for the all-new 2004 Spectra four-door compact sedan with a manufacturer's suggested retail price (MSRP) starting at \$12,620. Arriving at Kia dealerships in mid-March, the Spectra is built on a new platform and offers class-leading interior volume, increased horsepower, standard four-wheel disc brakes and an unprecedented level of safety equipment for a vehicle in its class. The destination charge will be \$540 per vehicle.

“We’re confident that this pricing, combined with a generous list of standard equipment and a priority on safety, will set the Spectra apart from other compact sedans in the market,” said Peter M. Butterfield, president, Kia Motors America. “Spectra is an important nameplate for the Kia brand, and another example of this company’s commitment to deliver stylish, fun-to-drive vehicles with high levels of comfort, roominess and class-leading safety features.”

Available in two trim levels -- LX and EX -- the all-new four-door Spectra features a longer wheelbase and increased width and height compared with its predecessor, contributing to the sedan's 97 cubic feet of passenger room. All models come equipped with six airbags, including standard full-length side curtain air bags. A new 2.0-liter DOHC engine incorporates continuously variable valve timing (CVVT), producing 14 more horsepower than the previous generation Spectra, for a total of 138 hp.¹

The comprehensively-equipped "entry-level" LX model's MSRP begins at \$12,620, and includes such features as six airbags, including full-length side curtain airbags; 4-wheel power disc brakes; engine speed-sensitive power rack and pinion steering; 5-speed manual transmission; AM/FM/CD audio system with six speakers including door-mounted tweeters; tachometer; six-way adjustable driver's seat; height adjustable steering column; auto-off headlights; digital clock; tinted glass; rear window defroster and dual map lights with sunglass holder.

The EX model will have a base MSRP of \$13,750, which, in addition to the standard equipment on the LX, adds features such as air conditioning, power windows, power door locks with remote keyless entry, dual body-color heated power outside mirrors and front fog lights.

MSRPs for LX and EX models with the available electronically-controlled four-speed automatic transmission will be \$13,595 and \$14,725, respectively.

Like all Kia models, the new Spectra will be covered by Kia's comprehensive warranty program, which includes a 10-year/100,000-mile limited powertrain warranty and a five-year/60,000-mile limited basic warranty.

¹ 132 hp for automatic transmission models in CA, MA, ME, NY and VT

Kia Motors America, the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea, offers a full line-up of vehicles, including: Rio subcompact sedan and Rio Cinco wagon; 4-door and 5-door Spectra compact sedans; Optima midsize sedan; Sorento midsize SUV; Sedona minivan; and Amanti large premium sedan. For more information, please visit www.kiamedia.com.

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