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News Release

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2010 KIA RIO AND RIO5

Kia Motors' Sub-Compact Offers Versatility, Safety Features, Excitement and Overall Value

- Sub-compact entry provides spaciousness and versatility
- Smallest Kia does not sacrifice comfort, convenience or safety for size

IRVINE, Calif., October 1, 2009 – Kia Motors' resident sub-compacts, the Rio and Rio5 five-door, return for 2010 with a substantially revised appearance and continue the brand's design transformation while integrating style with value, safety features and utility. The sub-compact, often noted for its small footprint, spacious interior, exciting handling and impressive fuel economy, has collected numerous accolades, including being named to the "Top 10 Most Fuel Efficient Car" and "Editors' Most Wanted – Sedan/Wagon Under \$15,000" lists by Edmunds.com as well as the "Most Fuel-Efficient Cars for the Buck" list by Forbes.com.

As part of the face lift for 2010, Rio and Rio5 receive full body-color bumpers, a revised tabbed grille that matches the new look of Kia, black bezel headlamps, body-color side moldings and a stylish exposed exhaust outlet, adding further to its sprightly appearance. Rio and Rio5 also feature a standard EcoMinder indicator light on all automatic models, which illuminates when the vehicle has reached optimum fuel efficiency, helping drivers drive in the most fuel-efficient manner possible. Hands-free Bluetooth® connectivity (late availability), automatic cruise control and side mirrors with integrated turn signals are offered on all LX and SX trims, further enhancing its style and overall appeal.

Lively and Nimble

The Rio sedan, available in base, LX and SX trims, and Rio5 hatchback, available in LX and SX trims, feature a 1.6-liter DOHC four-cylinder CVVT engine, which produces a peppy 110 horsepower and 107 pound-feet of torque. Equipped with either the standard five-speed manual transmission or optional electronically controlled four-speed automatic transmission – available for LX and SX trims – Rio and Rio5 overpower the likes of segment competitors Chevrolet Aveo and Toyota Yaris.

Rio and Rio5's spunky engines also offer the value- and environmentally conscious consumer notable fuel economy, important in today's economy. When paired with the manual transmission, the 1.6-liter four-cylinder produces 27/32 mpg (city/highway), while the same engine, when mated to the automatic, outputs an even more impressive 25/35 mpg.

An independent front suspension featuring MacPherson struts, coil springs and a stabilizer bar combined with a semi-independent rear suspension provide responsive handling for all driving situations. The engine-speed-sensitive power rack-and-pinion steering system (LX and SX models) adds balanced control to create a smooth, comfortable ride for the short trip or the long haul.

Exterior Style and Personality

With five trims to choose from, the 2010 Rio model line offers style flexibility for the fun and frugal. With standard 14-inch wheels and 185/65R14 tires or optional 15-inch wheels with 205/55R15 tires for LX models, and 16-inch alloys paired with 205/45R16-sized tires for SX models, the eye-catching Rio and Rio5 can be equipped to be subtle or athletic in style.

A new tab-shaped grille consistent with the design of all new Kia vehicles, black bezel headlamps, full body-color bumpers, outside mirrors with integrated turn signals (optional on LX), door handles and side moldings provide a sleek, clean and agile look for all trims. SX-trim upgrades of fog lamps, a sleek exposed exhaust outlet and a body-color rear spoiler add athleticism.

Interior Comfort, Versatility and Connectivity

The attractive exterior opens its doors to an interior high on appeal and function. Full cloth trim, an eight-way adjustable driver's seat with a fold-down armrest, an AM/FM/CD/MP3 system equipped with SIRIUS Satellite Radio with three months of complimentary service¹, a rear window defroster and a 12-volt power outlet are standard features in every Rio. Now also standard on all trims are USB and auxiliary input jacks found in the center console. Intelligent use of space also is evident in the form of numerous storage areas, a center stack tray and a mesh seatback pocket on the passenger seat.

Moving from a base model to the LX trim offers additional conveniences such as air conditioning, Bluetooth with hands-free connectivity, rear seat adjustable headrests, and 60/40-split folding rear seats. Stylish SX models include the addition of: red-stitched dark gray sport seat and door trim; metal-finished trim; a leather-wrapped steering wheel and shift knob and metal pedals with rubberized inserts.

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

Also available on all LX models is the Value Package, which adds further conveniences such as cruise control, power door locks with keyless remote, power windows, power heated outside mirrors with integrated turn signals, tweeter speakers and steering wheel-mounted audio and cruise controls. All features found in the Value Package are standard on the SX trim.

Small but Spacious

The Rio and Rio5 may be considered entry level but room afforded to passengers and cargo is nothing short of high end. Its 98.4-inch wheelbase and 57.9-inch height is similar to segment competitors, yet through smart design the Rio line-up provides 92.2 cubic feet of passenger volume, which is more room than larger sedans such as the Honda Civic and Toyota Corolla.

Trunk space also is generous with the Rio sedan offering a deep and spacious 11.9 cubic feet while the Rio5 offers 15.8 cubic feet of rear storage. When the standard 60/40-split fold-flat rear seats are folded down, cargo volume in the five-door increases to 49.6 cubic feet.

Numerous Standard Safety Features

Following Kia's core philosophy of providing best-in-class safety, the 2010 Rio and Rio5 prove safety does not have to be sacrificed for size. The Rio line offers an extensive list of standard safety technology, including: dual front advanced airbags, front seat-mounted side airbags, full-length side curtain airbags, front active headrests, side-impact door beams, an impact absorbing steering column, front and rear crumple zones, front and rear three-point seatbelts, front seatbelt pretensioners and force limiters, Lower Anchors & Tethers for Children (LATCH), and a Tire Pressure Monitoring System (TPMS). A four-sensor, four-channel Antilock Brake System (ABS) is now standard on all Rio and Rio5 models, as are active front headrests.

Industry-Leading Warranty

Like all Kia models, Rio and Rio5 are 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.

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