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News Release

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2010 KIA RONDO

Kia Motors' Crossover Utility Vehicle Returns to its Segment with Numerous Amenities, Capable Handling, Impressive Standard Convenience and Safety Features

- Notable power and fuel efficiency make Rondo a top consumer choice
- Competitive array of standard equipment is coupled with a wide range of options

IRVINE, Calif., October 1, 2009 – Named a “Best Bet” by *The Car Book 2009* and a top pick for Best Family Cars for Downsizing by MSN Autos, the 2010 Kia Rondo crossover utility vehicle (CUV) returns to the Kia Motors line-up featuring a handsome five-door hatchback design, excellent stability and responsive handling characteristics while combining comfort, convenience and utility.

New for 2010, Rondo benefits from upgrades, including standard seating for seven passengers with three rows of seating, offering the same variety of seating arrangements as a full-size SUV or minivan without the bulk or low fuel economy. In line with advanced styling cues, Rondo also now features the addition of standard side-view mirrors with integrated turn signals and a standard EcoMinder indicator, which aids drivers in operating the vehicle in a more fuel-efficient manner by alerting them when they have reached optimum fuel efficiency, important as gas costs remain high. A back-up camera also is available as part of the Premium Package, which assists drivers in avoiding objects behind the vehicle while reversing.

Car-Like Performance and Handling

Available with either a 2.4-liter inline four-cylinder engine or a 2.7-liter sixty-degree V6, the four-cylinder delivers up to 175 horsepower and 169 pound-feet of torque¹ while the six-cylinder produces 192 horsepower and 184 pound-feet of torque. The four-cylinder comes with a four-speed automatic whereas the V6 is equipped with a five-speed automatic, both mated to an electronically controlled Sportmatic™ transmission. Fuel economy for the 2.4-liter engine is an impressive 20/27 (city/highway), while the 2.7-liter V6 offers 18/26 mpg.

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¹ 175 horsepower and 169 pound-feet of torque for ULEV four-cylinder engine standard in states other than CA, NY, MA, VT, ME, RI, CT, NJ and OR. SULEV four-cylinder engine with 167 horsepower and 162 pound-feet of torque available in CA, NY, MA, VT, ME, RI, CT, NJ and OR.

The front-wheel drive Rondo features independent front and rear suspensions. Situated in front are MacPherson struts with coil springs while the rear's multi-link and coil springs complete the layout to provide a comfortable, balanced ride. Standard front and rear anti-roll bars are calibrated for precise and responsive handling coupled with hydraulic power-assisted rack-and-pinion steering.

Fresh and Functional

Available in either LX or EX models, Rondo exudes a fresh, clean look with a modern and dynamic shape. Standard LX features include body-colored door handles, body-colored side moldings and black front grille crossbars packaged with 16-inch, six-spoke steel wheels fitted with 205/60R16 tires. The LX Plus Package offers updated 16-inch alloy wheels as well as floor mats and heated seats.

Upgrading to an EX adds leather seat trim, fog lamps, 17-inch, redesigned five-spoke alloy wheels and 225/50R17 tires. Adding a touch of refinement, standard chrome accents on the EX include exterior door handles, side moldings and front grille crossbars. Integrated roof rails – sans crossbars – also are standard on EX and most LX models. A new rear back-up camera, offered as part of the EX Premium Package, can assist drivers to see items below the rear window line that are in the vehicle's path.

Comfort and Convenience

Exterior refinement continues to flow into the cabin. Standard features include air conditioning, power windows and door locks, a four-speaker AM/FM/CD/MP3 audio system with SIRIUS Satellite Radio capabilities complete with three months of complimentary service¹ and an auxiliary audio input jack for MP3 player connectivity. An iPod® cable also is available as an option. With the Premium Package available on EX models, an eight-speaker Infinity® sound and navigation system both become available. Standard on all EX models are steering wheel-mounted audio controls, a leather-wrapped steering wheel and shift knob, leather trim, illuminated vanity mirrors, heated seats and metal-finish interior door handles.

Inside Rondo, an immediate sense of spaciousness is evident. With an overall interior volume of 120.2 inches, the standard three-row, seven-passenger CUV offers seating configurations appealing to consumers looking for the functionality of a minivan or SUV, but not the size and heft. Slightly taller and wider than its closest competitor, the Mazda5, Rondo provides a comfortable front row with 41.6 inches of headroom and 41.3 inches of legroom.

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

Second-row space is fixed at 40.2 inches of headroom and 38.2 inches of legroom, while third-row seating offers a sensible 35.1 inches of headroom and 31.3 inches of legroom, more than enough room to accommodate the average-sized adult.

The versatile second-row seats are adjustable with forward/backward sliding and provide flexible seating arrangements with a 70/30 multi-fold split, while the third row folds down in a 50/50 split. Additionally, both rows fold completely flat for maximized cargo room. Practicality does not sacrifice comfort as the driver's seat offers six-way adjustments, including height adjustment, and the front passenger seat offers a four-way adjustment. Each passenger also is well taken care of with an abundance of storage cubbies and cup holders located in every row.

Class-Leading Safety Features

Rondo, a three-time recipient of the five-star frontal crash rating from the National Highway Traffic Safety Administration (NHTSA)¹, comes well-equipped with an unprecedented amount of standard safety equipment, including six standard airbags (advanced dual front, dual front seat-mounted side and full-length side curtain including third-row passengers). Also standard is Electronic Stability Control (ESC) and a four-channel four-wheel Antilock Braking System (ABS), which help maintain vehicle control during difficult driving conditions. Active front headrests, side-impact door beams, an energy-absorbing steering column, a front crumple zone and a Tire Pressure Monitoring System (TPMS) provide more passenger protection.

Industry-Leading Warranty

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

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¹ Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Models tested with standard side airbags (SABs).

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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