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**KIA UNVEILS SIX NEW GENERATION SPECTRA TUNER VEHICLES  
AT ANNUAL SEMA SHOW**

**Highly Modified Spectra5s and Sedans Comprise “The Spectra Experience”**

LAS VEGAS, November 2, 2004 – Following a sneak peak at last week’s California International Auto Show in Anaheim, Kia Motors America (KMA) today unveiled six next-generation Spectra compact sedan and Spectra5 vehicles with modifications including exterior and interior enhancements, performance upgrades and high-tech electronics.

Living up to the company’s reputation for tongue-in-cheek humor, the six vehicles carry nicknames derived from their unique aftermarket paint and body modifications. At the same time, Kia continues to pursue its “Stage 1,” “Stage 2,” and “Stage 3” designations for stepped-level appearance and performance upgrades which were unveiled at last year’s SEMA Show.

“The all-new Spectra can match such competitors as the Honda Civic, Mazda3 and Toyota Corolla as platforms for the affordable tuner market,” said Peter M. Butterfield, president and CEO, Kia Motors America. “The new Spectras provide equal or greater levels of quality, drivability and good looks at thousands of dollars less than its competitors, which leaves room in the budget for aftermarket customization.”

“The Spectra Experience” is KMA’s most concerted effort to date at the SEMA Show to demonstrate the potential for its vehicles to be easily and affordably personalized by consumers, and at the same time gauge reaction from industry insiders that will help determine if and when the company should offer its own line of retail customized accessories.

The six Spectras are loaded with such features as body kit enhancements, custom suspensions and interiors, wheel and tire packages, customized audio and video systems and some interesting details such as the “Blue Nite’s” dash-mounted nitrous actuator. A discreet toggle switch just left of the steering column serves as an on/off switch for the nitrous system, which then can be activated by pressing the steering wheel center horn pad.

Kia, in conjunction with its aftermarket partners, plans to display vehicles from “The Spectra Experience” at other key venues across the United States.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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