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News Release

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2010 KIA SPORTAGE

Kia Motors' Compact SUV Remains a Segment Leader in Value and Safety Features

- Award-winning compact SUV offers strong styling, fuel economy and competitive power
- Abundant safety and convenience features make Sportage enticing to consumers

IRVINE, Calif., October 1, 2009 – With sleek styling and numerous awards under its belt, the Kia Sportage compact SUV returns for 2010. Bringing with it the same fresh design, value, comfort and safety features that consumers have associated with the vehicle and the Kia Motors brand, the 2010 model builds off of the face-lifted and award-winning 2009 Sportage, ranked number one in the crossover SUV category in the AutoPacific 2009 Vehicle Satisfaction Awards (VSA).

For 2010 the Sportage benefits from numerous enhancements and upgrades, including the addition of an EcoMinder indicator, standard on all models equipped with an automatic transmission. The indicator aids drivers in operating the vehicle in a more fuel-efficient manner, important as gas costs continue to rise. Also new for 2010 is an optional back-up warning system, to assist drivers in avoiding objects outside of the vehicle while reversing.

Fun to Drive with Impressive Fuel Economy

Two engines are offered with Sportage, a five-speed manual or four-speed Sportmatic™ transmission, and the choice of either two-wheel or full-time four-wheel drive. The 2.0-liter, 16-valve four-cylinder engine uses Continuously Variable Valve Timing (CVVT) to boost performance, enhance fuel economy and reduce emissions at low and mid-range rpm. The engine generates 140 horsepower at 6,000 rpm and 136 pound-feet of torque at 4,500 rpm, giving Sportage competitive power for its class.

For enhanced performance, a powerful V6 engine is available for LX, standard for EX models, which is mated to a four-speed Sportmatic transmission. The lightweight and compact DOHC 24-valve, all-aluminum 2.7-liter engine generates 173 horsepower at 6,000 rpm and 178 pound-feet of torque at 4,000 rpm. The 2.0-liter four-cylinder engine offers consumers a thrifty 20/25 mpg (city/highway) while the 2.7-liter V6 delivers a respectable 18/23 mpg.

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Fully independent front and rear suspension systems are designed to deliver responsive on-road handling and a comfortable ride on a variety of road surfaces, while retaining long wheel travel and a genuine talent to perform with true off-road ability.

Clean and Contemporary Exterior

With elements of Kia's new design-led transformation, Sportage's attractive grille design along with the headlamps and fog lamps create a modern appearance, while the front and rear bumpers matching the body color add to the sleek look. Rounding out the modern design are the alloy wheels, which feature slick styling found under a sweeping wheel arch. The 16-inch 215/65R16 alloy wheels come standard on all LX models, while EX models receive standard 17-inch 235/55R17 alloy wheels.

The 2010 Sportage has a polished demeanor with its exterior styling that includes multi-reflector headlamps, roof rails, front and rear towing hooks and a front-end skid plate, standard on all LX models. In addition to receiving the V6 engine with automatic transmission, upgrading to the EX model includes a power-operated, one-touch sunroof, fog lamps and heated outside mirrors.

Technology Combined with Comfort

The interior of the 2010 Sportage brings the smooth styling of the exterior into the cabin, along with a multitude of features aimed toward the tech-savvy driver. Sportage comes equipped with standard SIRIUS Satellite Radio capabilities with three months of complimentary service¹, and further extending its audio appeal auxiliary and USB jacks come standard with MP3 playback capabilities while iPod® integration through the head unit is available with an optional iPod cable. Not only does Sportage offer an advanced audio platform, but those looking for a little directional guidance can find solace with an optional navigational system.

Sportage still boasts an incredibly spacious ride, comfortably fitting up to five adults and a wide variety of cargo with its innovative easy-to-use "Drop & Fold" rear seat. Utilizing a 60/40-split cushion and backrest that allows the bottom cushion to move forward and down into the rear footwell area, it also allows the seat backrest to be folded completely flat and onto the same level as the trunk floor. This easy-to-perform operation even can be executed without removing the rear head restraints.

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

The “Drop & Fold” rear seat gives Sportage users a large number of seating and luggage carrying combinations. With all seats occupied, Sportage can carry three sets of golf clubs in the load area, with a maximum cargo volume of 66.6 cubic feet when the rear seats are folded flat.

Access to Sportage’s cabin is particularly easy, with large, wide-opening doors and generous legroom – 42.1 inches in the front and 37.2 inches in the rear. Front headroom is 40.7 inches, while rear headroom is 39.4 inches. In addition to its sheer volume, convenience benefits offered by the load area include: a rear-cargo under-floor tray (above the spare wheel), four tie-down anchors in the floor, side-wall storage with net, and a two-position rear cargo cover (only on Sport and EX models).

Sportage also offers a wide range of storage compartments, including a large center console, large lockable glove box, overhead sunglasses holder, map and cup holders in all four doors and rear seat central armrest with cup-holders.

The LX model is loaded with standard equipment, offering power windows with a driver’s one-touch down feature, power mirrors, illuminated vanity mirrors, eight-way adjustable manual seats, rear privacy glass, roof rails, and a six-speaker AM/FM/CD/MP3/Sat audio system. Cruise control also comes standard on all models. Upgrading to an EX model will add a leather-covered shift knob and steering wheel, sunroof, floor mats, a cargo cover and upgraded seat fabric.

Sound Kia Motors Safety Features

Appealing to those looking for a sleek, value-laden vehicle that time after time exceeds safety expectations, Sportage has thrice earned a five-star crash rating in frontal and side impact crash tests from the National Highway Traffic Safety Administration (NHTSA) from 2007 to 2009¹. Its long list of standard safety features includes: six standard airbags (two advanced front airbags, two front-seat-mounted side airbags, and two full-length side-curtain airbags); Traction Control System (TCS); Electronic Stability Control (ESC); and four-wheel disc brakes with a four-channel, four-sensor Antilock Brake System (ABS).

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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).

The ABS incorporates Electronic Brakeforce Distribution (EBD), which helps distribute braking force evenly to all four wheels as weight shifts during cornering. The standard traction control is a fully automatic, dual-mode system that either reduces engine power or applies the vehicle's brakes – or both – when appropriate.

Adding to 2010 Sportage's repertoire of safety features is an optional back-up warning system, which can aid in the ability to safely back-up by alerting the driver of any objects too close to the vehicle. This safety feature should not be used in lieu of safe driving practices.

Industry-Leading Warranty

Like all Kia models, Sportage is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in the package 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.