News Release

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KIA U.S. OPERATIONS RESPOND TO CORONAVIRUS (COVID-19) PANDEMIC

IRVINE, Calif., April 14, 2020 — The health and safety of Kia employees, customers, partners, affiliates and the communities we serve is of the highest priority to Kia Motors America (KMA) during this current coronavirus (COVID-19) pandemic. In response to the global health crisis, KMA continues to closely monitor the evolving situation in real-time and have taken specific action steps to ensure that all possible safety measures are being put in place to minimize the spread of coronavirus (COVID-19). At present, Kia has had no reports of affected employees in the U.S. in its corporate or field operations. The following actions are in response to the global pandemic:

Kia Motors America

- Donated $1 million to multiple non-profit partners that assist homeless youth nationwide, including Covenant House, StandUp for Kids and Family Promise; the donation will help homeless youth in all 50 states receive much needed shelter and care in an effort to help fight the spread of COVID-19.
- To aid in the fight against COVID-19, on March 30, Irvine-based KMA donated 500 N95 masks to a local area medical facility
- Suspended all travel outside of North America and all air travel within North America
- All employees are working from home
- Suspended all field office travel to dealers unless absolutely essential
- Provided employees with the CDC recommendations on preventative measures to reduce the spread of respiratory viruses, including coronavirus
- Readily providing hand sanitizer and disinfecting wipes at headquarters and all of the regional offices
- Increased the cleaning frequency of high-touch areas like doorknobs/handles, elevator buttons, and counter tops
- Restricted visitors at Kia facilities
- Suspended training sessions at all Kia Training Centers
- Expanded cleaning of Kia press fleet vehicles and no contact vehicle delivery and pick ups
- Cancellation or postponement of upcoming company events and programs for employees, business partners, customers and members of the media (future press launch dates TBD)
- Offer 120-day payment deferral on 0% APR Kia Motors Finance (KMF) contracts for up to 75 months

Current Kia Owners

- Current KMF customers (financed or leased before March 14, 2020) who are providing care for themselves or a member of their household resulting from the current global health crisis and are temporarily not able to work, can request 30-day payment extensions up to three times. For more details please visit https://www.kmfusa.com/.
Kia Motors Manufacturing Georgia (KMMG)


For additional details, please contact Rick Douglas at KMMG – rick.douglas@kmmgusa.com

Kia U.S. Dealerships

- Regular communications with dealerships and provided the CDC’s recommendations for preventative measures businesses should take to keep their employees and customers safe
- Suspended all service technician training
- Additional cleaning of Kia vehicles in for service
- Dealerships closely monitoring the situation in their local communities

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America has been the highest ranked mass market brand in initial quality for five consecutive years according to J.D. Power**, and is recognized as one of the 100 Best Global Brands by Interbrand. Kia serves as the "Official Automotive Partner" of the NBA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.*

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*The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.

** Kia received the lowest rate of reported problems among mass market brands in the J.D. Power 2015-19 U.S. Initial Quality Studies of new vehicle owners’ experiences with their own vehicle after 90 days of ownership. Visit jdpower.com/awards for more details.

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