KIA MOTORS DONATES $1 MILLION TO AID HOMELESS YOUTH DURING THE COVID-19 PANDEMIC

Donation is Part of Kia’s Larger “Accelerate the Good” Initiative Offering Relief to Those Affected by – and to Help Prevent the Spread of – COVID-19

- Kia pledges $1 million to charities dedicated to ending the plight of homeless youth nationwide
- Contribution builds on earlier donations of N95 masks and surgical grade gloves made to medical centers throughout Orange County, California

IRVINE, Calif., April 9, 2020 – As part of the brand’s ongoing response to the COVID-19 health crisis, Kia Motors America (KMA) today announced a total donation of $1 million to multiple non-profit partners that assist homeless youth nationwide, including Covenant House, StandUp for Kids and Family Promise. The $1 million 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.

“Giving back in meaningful ways is a key component of Kia’s Give It Everything strategy here in the U.S., which is especially true in tough times like these. With shelter in place orders all but impossible for the estimated 4.2 million homeless youth in the U.S. to adhere to, we are humbled to once again provide financial assistance to organizations dedicated to helping this at-risk population,” said Michael Cole, president, Kia Motors America. “The homeless population is very susceptible to COVID-19 and providing crucial health, social, and emotional support during these uncertain times is more critical than ever.”

Today’s contribution is the second seven-figure donation to the fight to end youth homelessness the brand has made this year. The first donation was announced as part of Kia’s most recent Super Bowl campaign. A new broadcast spot highlighting this issue entitled “Fighting Chance” will air nationally on both network and cable channels.

The $1 million donation builds upon Kia’s recently introduced Accelerate the Good program, which began in March when Kia donated N95 masks and gloves to medical facilities throughout Orange County, California, where the brand is headquartered. These initial donations served as the foundation for the brand’s more comprehensive and far-reaching Accelerate the Good initiatives, which include various programs for new and existing customers facing uncertainty during the COVID-19 outbreak, such as:

- **New customers** – a range of programs to help ease the financial burden, including up to 120-day payment deferrals and 0%, 75-month financing on wide selection of Kia’s most popular models.

- **Existing customers** – a range of service care initiatives, including concierge vehicle collection and delivery services, and 0% APR financing available for 90 days on service and maintenance at many dealers. Additionally, the Kia Promise warranty coverage extension program eases concerns experienced by some owners who may not be able to bring their vehicles to a Kia dealership for repairs due to COVID-19 but have warranties that are expiring.

- **Existing customers with Kia Motors Finance** – for those experiencing payment difficulties due to COVID-19, options are available to defer payments or temporarily extend leases.

In an effort to make customers aware of all available offers, Kia is developing a separate broadcast spot scheduled to begin airing over the coming weeks.
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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.

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.*

For media information, including photography, visit www.kia media.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kia media.com/us/en/newsalert.

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