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## News Release

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### **KIA MOTORS AMERICA ANNOUNCES PRODUCTION SCHEDULE FOR NEW OPTIMA SX LIMITED AT THE 2012 CHICAGO AUTO SHOW**

#### ***Production of Top-of-the-Range Optima to Begin at Kia Motors Manufacturing Georgia in Late-February***

- Optima Limited adds a new level of refinement to the technology, convenience and performance features found on Kia's award-winning turbocharged Optima SX
- Optima Limited is instantly recognizable with unique 18-inch chrome wheels, LED lighting and chrome accents

**CHICAGO, February 8, 2012** – The ultra-popular midsize Kia Optima sedan again turned heads today at the Chicago Auto Show when Kia Motors America (KMA) revealed production plans for a new range-topping Limited. The Limited, which will begin production at Kia's U.S. manufacturing plant in West Point, Georgia<sup>1</sup> later this month, builds on the Optima SX's strong foundation of class-leading horsepower<sup>2</sup> and fuel efficiency<sup>3</sup> and adds a number of design and amenity enhancements to further stand apart from traditional competitors in the segment.

"The Optima SX Limited was introduced to the world in our 'Drive the Dream' Super Bowl commercial and now visitors to the Chicago Auto Show will experience it firsthand," said Michael Sprague, vice president, marketing & communications, KMA. "The Limited delivers upscale features and premium materials that discerning midsize sedan customers are not able to find in many of our competitors. The Optima has been earning design, performance and value awards since arriving in showrooms in early 2011, and the Limited is the latest example of the brand's compelling package of style, fuel economy, technology – and now opulence – to appeal to an even wider consumer base."

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<sup>1</sup> Assembled in the United States from U.S. and globally sourced parts.

<sup>2</sup> Class-leading horsepower claim based on comparison of midsize sedans with (standard or available) engines as of January 2012.

<sup>3</sup> Class-leading fuel economy claim for highway based on comparison of 2012 midsize sedans as of January 2012. EPA fuel economy estimates 22 mpg/city and 34 mpg/hwy for 2012 Optima SX. Actual mileage will vary.

## 2012 Optima Limited Debuts at Chicago Auto Show

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Expected to arrive in showrooms in March, the Optima Limited is based on the fully loaded turbocharged Optima SX, which Edmunds' *Inside Line* hailed as an "Editors' Most Wanted<sup>SM</sup>" mid-sized sedan. Offered exclusively in Ebony Black, Snow White Pearl and Titanium Metallic exterior colors, the Optima Limited features many details that are mainly found on luxury vehicles, including LED daytime running lights, chrome-accented rear spoiler, lower door sills and wood interior trim. Standout red front-brake calipers can be seen through the Optima Limited's uniquely designed chrome 18-inch wheels while the 2.0-liter turbo GDI engine delivers class-leading 274 horsepower<sup>4</sup> and achieves 22/34 mpg<sup>5</sup> (city/hwy).

Inside the cabin, high-grade black or white Nappa leather adorns the seats, door panels, center console armrest and center fascia trim for a premium feel. Wood accents can be found on the steering wheel, interior door trim and shift knob, and a black tricot fabric lends a premium feel to the headliner, sun visor, and A, B and C pillars. The Optima Limited also boasts a first-aid kit and cloth door weather strip.

Like every Optima, the Limited projects a refined, performance-oriented aesthetic with a sleek silhouette, aggressive stance and sculpted elements that embodies the styling language chief design officer Peter Schreyer has created for the brand. Every 2012 Optima comes well equipped with a generous roster of standard features, and the Optima Limited builds on the technology, performance and convenience features found on the Optima SX, including: unique front and rear lower bumper design, sport-tuned suspension, HID headlamps, Supervision<sup>TM</sup> meter cluster with LCD display, steering wheel paddle shifters, metal pedals, illuminated door scuff plates, panoramic sunroof, four-way power front passenger's seat, driver's seat memory, heated/cooled front seats, heated rear seats, navigation system with back-up camera and SiriusXM Traffic<sup>TM6</sup> and Infinity<sup>®7</sup> audio system and speakers.

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4 Class-leading horsepower claim based on comparison of midsize sedans with (standard or available) engines as of January 2012

5 EPA fuel economy estimates 22 mpg/city and 34 mpg/hwy for 2012 Optima SX. Actual mileage will vary.

6 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at [siriusxm.com](http://siriusxm.com) © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

7 Infinity® is a registered trademark of Harman International Industries, Incorporated.

### **Standard Kia Safety Features**

The 2012 Optima is equipped with a high level of standard safety features. All trims come outfitted with driver and passenger advanced front airbags<sup>8</sup>, front seat-mounted side airbags, first and second row side curtain airbags, front active headrests, side-impact door beams, height-adjustable front seatbelts with pre-tensioners, three-point seatbelts for all seating positions, Lower Anchors and Tethers for Children (LATCH) and a Tire Pressure Monitoring System (TPMS). A four-wheel Antilock Brake System (ABS), Electronic Stability Control (ESC), Vehicle Stability Management (VSM), a Traction Control System (TCS), a Brake Assist System (BAS) and Hill Assist Control (HAC) also are standard.

### **Industry-Leading Warranty**

The 2012 Optima is covered by Kia's comprehensive warranty program<sup>9</sup>, which offers consumer protection at an exceptional value. Included in this program 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 vehicle coverage.

### **Kia's Unprecedented Growth**

Kia Motors is the one of the world's fastest moving global automotive brands; from 2009-2011 Kia launched more new vehicles in the U.S. than any other automaker, and under the guidance of chief design officer, Peter Schreyer, earned a reputation as an industry leader in automotive styling. Kia Motors America's full line of fuel-efficient and fun-to-drive cars and CUVs has earned critical acclaim and dramatically increased consumer awareness, perception and consideration for the brand. In 2011, KMA recorded its 17<sup>th</sup> consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality<sup>10</sup> and the industry's highest brand loyalty ranking<sup>11</sup>. Kia's U.S.-based manufacturing facility in West Point, Georgia – KMMG – is responsible for the creation of more than 10,000 plant and supplier jobs and builds the company's two best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan<sup>12</sup>. Kia's value and technology-laden 2012 model year lineup also includes the Sportage compact CUV, Soul urban passenger vehicle, Optima Hybrid, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio5-door sub-compacts and Sedona minivan.

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<sup>8</sup> For maximum protection, always wear your seat belt.

<sup>9</sup> See retailer for warranty details or go to [kia.com](http://kia.com).

<sup>10</sup> Source: Automotive Lease Guide Spring 2011 Perceived Quality Study

<sup>11</sup> Source: Experian Automotive Q2 2011 market analysis

<sup>12</sup> Optima Hybrid is not built at KMMG

**About Kia Motors America**

Kia Motors America 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 755 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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