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News Release

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2012 KIA SPORTAGE RECOGNIZED BY USAA AS “BEST VALUE” FOR SECOND CONSECUTIVE YEAR

USAA’s “Best Value” List Focuses on Cost, Safety and Reliability

- 2012 Kia Sportage tops all other utilities in the Small SUV category
- Sportage lauded for affordability, crash test scores, build quality and fuel economy

IRVINE, Calif., May, 8 2012 – United Services Automobile Association (USAA), a leading financial services provider to the U.S. military and their families, honored Kia Motors America (KMA) by naming the 2012 Kia Sportage to its second annual “Best Value” vehicles list, which identifies the top 2012 automobiles in 16 categories that give consumers the most bang for their buck. The Sportage rose to the top in the Small SUV category, recognized for offering a competitive price and low insurance costs as well as being one of the Small SUV Top Safety Picks for 2012 from the Insurance Institute for Highway Safety (IIHS).

“The Kia Sportage being named to USAA’s ‘Best Value’ list for the second year in a row is not only indicative of this utility’s affordability factor, but also validates it as one of the most well-rounded offerings in its segment,” said Michael Sprague, vice president of marketing & communications, KMA. “The Sportage is the ideal vehicle for anyone who seeks a lively crossover that’s comfortable and offers an abundance of safety features and amenities.”

“Best Value” automobiles offer the best financial value of all vehicles USAA evaluates as part of a broader rating system called USAA Preferred, which uses quantitative data to evaluate vehicles’ cost, safety and reliability, among other key factors. There are nearly 80 cars, trucks and minivans that are currently designated as USAA Preferred vehicles, and the “Best Value” list represents the vehicles that rose to the top of each category.

Kia Sportage Named to USAA's "Best Value" List

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"The goal of the list is to help members identify vehicles that typically offer better safety ratings, lower insurance premium costs, higher fuel economy, better overall reliability and lower MSRP compared to other vehicles in the same category," said Steve Thompson, an assistant vice president at USAA. "The Kia Sportage rose to the top as a vehicle that offers these key elements, making it a great buy for the value-minded consumer."

For more information about the USAA Best Value list, and the specific automobiles featured, visit www.usaa.com/bestvalue.

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 17th consecutive year of market share growth, thanks in part to the largest increase of any major brand in perceived quality¹ and the industry's highest brand loyalty ranking². 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 two of the company's best-selling vehicles in the U.S. – the Sorento CUV and Optima midsize sedan.* 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, Rio and Rio 5-door sub-compacts and Sedona minivan.

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 and LPGA. 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.

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* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally-sourced parts.

1 Source: Automotive Lease Guide Spring 2011 Perceived Quality Study

2 Source: Experian Automotive Q2 2011 market analysis

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

About USAA

USAA provides insurance, banking, investment and retirement products and services to 9 million members of the U.S. military and their families. Known for its legendary commitment to its members, USAA is consistently recognized for outstanding service, employee well-being and financial strength. USAA membership is open to all who are serving or have honorably served our nation in the U.S. military – and their eligible family members. For more information about USAA, or to learn more about membership, visit USAA online today.

About the Best Value List

USAA Preferred "Best Value" vehicles are typically those vehicles ranked highest in each vehicle category AND obtain "Good/Acceptable" crash test ratings from IIHS and represent vehicles which are determined to be the best financial value using a USAA-developed proprietary statistical model. The model relates MSRP to vehicle features (engine type, drive train, electronic stability control, anti-lock brakes, number of airbags, transmission, body additions, curb weight, horsepower-to-curb weight, height and vehicle category), fuel economy, insurance cost, additional warranty cost, depreciation, and IIHS Top Safety Pick to determine the value. In providing this analysis, USAA does not consider factors other than those disclosed. For more information, visit www.usaa.com/bestvalue.

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