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News Release

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KIA MOTORS AMERICA CONTRIBUTES \$75,000 TO THE HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES TO FUND SCHOLARSHIPS

Kia Enhances its Commitment to Education as Part of Focus on Serving College-Enrolled Hispanic Students

- Donation will generate 16 scholarships to Hispanic College-Enrolled Students

IRVINE, Calif., March 12 2015 – As part of a new partnership, Kia Motors America (KMA) is donating \$75,000 to the Hispanic Association of Colleges and Universities (HACU) to award 16 scholarships in the amount of \$4,000 each to eligible students attending a HACU-member institution. Established in 1986, HACU represents more than 400 colleges and universities committed to Hispanic higher education success, and its member institutions in the U.S. are home to more than two-thirds of all Hispanic college students.

“Kia is committed to making a difference and being a respected global corporate citizen. Our new partnership with the Hispanic Association of Colleges and Universities aligns with our company’s drive to create a better future through education, and will provide much needed financial resources to college students across the country,” said John Yoon, executive vice president for Human Resources, Administration, Diversity Relations & General Counsel for KMA.

“We are delighted to partner with Kia Motors America in this new scholarship program. It will be another important step in assuring access to and success in higher education for America’s largest, youngest and fastest-growing minority population,” said HACU President and CEO, Antonio R. Flores.

To be eligible for the scholarship, students must have a 3.0 grade point average and already be accepted to one of the more than 400 HACU member schools, which are schools that have devoted themselves to understanding and attempting to address the challenges that Hispanic students may encounter in college. Recognizing that students who are the first in their family to attend college may face unique obstacles, Kia and HACU strongly encourage first-generation students to apply for the Kia scholarship.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea, and in 2014 was the #1 ranked mainstream brand according to Strategic Vision's Total Quality Index. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle², Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia's U.S. manufacturing plant in West Point, Georgia, builds the Optima* and Sorento* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert

About HACU

HACU, which has its national headquarters in San Antonio, Texas, represents approximately 450 colleges and universities, including Hispanic-Serving Institutions (HSIs), which collectively serve more than two-thirds of all Hispanic higher education students in the United States and Puerto Rico. HACU's international membership includes leading higher education institutions in Latin America and Europe. For more information, please visit www.hacu.net.

* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.

¹ 2015 K900 V8 available in select trims and in select markets with limited availability.

² 2015 Soul EV in select markets with limited availability.