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News Release

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KIA MOTORS AMERICA ANNOUNCES RECORD FIRST QUARTER SALES

Company Sets New March Sales Record Highlighted By Sale of Three Millionth Vehicle in the U.S.

IRVINE, Calif., April 1, 2010 – Kia Motors America (KMA) today announced the brand's all-time best March sales of 30,522 units sold, a 23.5-percent increase over the same period last year and 10.7-percent increase over the previous March sales record set in 2007. Year-to-date sales are up 11.3-percent for a record best first quarter ever, and for the third consecutive month the all-new Sorento CUV was Kia's best-selling vehicle. Sorento, which arrived in dealerships in early January and is the brand's first vehicle to be assembled¹ in the U.S., posted sales of 9,156 units, an 11.5-percent increase over February. Kia's record March performance also marked a significant milestone as the brand sold its three millionth vehicle in the U.S.

"Kia Motors is achieving record sales in the middle of the most aggressive new product launch cycle in company history that is delivering vehicles like the all-new Sorento that combine world-class design with the latest technology and convenience features," said B.M. Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Groundbreaking products like the Soul, Forte, Forte Koup and Sorento have rapidly changed Kia's DNA and elevated the brand's profile, and are the driving force behind our sales records. We expect this trend to continue as new models come on line later this year."

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. With two new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®2} infotainment system (to be available in select Kia models in the U.S. beginning in summer 2010).

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¹ Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. from U.S. and globally-sourced parts.

² Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

About Kia Motors America

Kia Motors America (KMA) 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 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site –www.kia.com. For media information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF MARCH</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	2,231	1,483	6,578	4,211
Spectra	46	6,423	148	15,005
Forte	4,830	n/a	12,894	n/a
Optima	3,633	1,964	9,266	6,595
Amanti	31	764	97	2,307
Sportage	1,414	2,462	3,264	9,374
Sorento	59	3,217	691	10,436
MY'11 Sorento	9,156	n/a	24,761	n/a
Sedona	2,491	4,426	4,397	13,207
Rondo	932	2,307	1,753	5,303
Borrego	593	432	1,996	1,175
Soul	5,106	1,246	10,851	1,280
Total	30,522	24,724	76,696	68,893

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