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News Release

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KIA MOTORS AMERICA ANNOUNCES PRICING AND RECORD RESIDUAL VALUE INCREASE FOR ALL-NEW 2011 OPTIMA

Midsized Sedan Combines Stunning Design with Segment-Leading Standard Horsepower¹ and Highway Fuel Economy² and a Starting Price Under \$19,000³

IRVINE, Calif., November 16, 2010 – The all-new Kia 2011 Optima has been turning heads since its unveiling earlier this year, and the stylish and performance-oriented midsize sedan is sure to attract more attention after Kia Motors America (KMA) announced today the official manufacturer's suggested retail price (MSRP) will begin at \$18,995. Meanwhile, ALG, Inc.⁴, the industry benchmark for residual values and a leading provider of data and consulting services to the automotive industry, has assigned a residual value of 53-percent of the 2011 Optima's original MSRP for 36 months of ownership. This strong residual value is a 66-percent improvement over the previous generation Optima and represents KMA's best-ever increase.

"The all-new and highly anticipated Optima delivers an outstanding combination of value, eye-catching design and premium-level amenities that will continue Kia's ongoing brand transformation and attract new buyers to our showrooms," said Byung Mo Ahn, group president and CEO, KMA and Kia Motors Manufacturing Georgia. "With an aggressive starting price and a strong ALG rating, the 2011 Optima provides consumers with an outstanding value proposition and builds on the increased awareness and consideration our recent new products such as the Soul, Forte, Sorento and Sportage have generated."

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1 HP claim based on comparison of 2010 and available 2011 midsize sedans with standard 4-cylinder engine as of October 2010. Maximum horsepower for Optima 2.4L GDI engine is 200 hp @ 6,300 rpm; maximum horsepower for Super Ultra Low Emission Vehicle (SULEV) 2.4L GDI engine -- the only non-turbo engine available in CA, CT, ME, MD, MA, NJ, NM, NY, OR, PA, RI, VT and WA -- is 192 hp @ 6,300 rpm.

2 MPG claim for LX manual transmission. EPA estimate for 2011 Kia Optima LX 2.4L GDI engine w/MT are 24 mpg/city and 35 mpg/hwy. Claim based on comparison as of October 2010 of 2010 and available 2011 EPA city/hwy mpg estimates for midsize sedans with I4, nonhybrid engines. Actual mileage may vary.

3 Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

4 ALG 36 month residual (Nov.-Dec. advanced listings)

All-New 2011 Optima Pricing and Residual Value

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Arriving in showrooms in the coming weeks, the next-generation Optima advances Kia Motors' design-led transformation with completely new and stunning design characteristics, highlighted by a dynamic and streamlined profile that conveys elegance and athletic confidence from every angle. The all-new Optima's three new powertrains – including the brand's first-ever turbo and hybrid engines (available next year) in the U.S. – deliver a class-leading combination of power and fuel economy while the sedan's spacious cabin is outfitted with the latest technology features and luxury amenities.

The all-new 2011 Optima, which stars as the Official Vehicle of the NBA, is available in three trims, LX, EX and SX. The aggressively priced Optima LX six-speed M/T, with a starting MSRP of \$18,995, offers a wide array of convenience and luxury features including an AM/FM/CD/MP3/Sat audio system with SIRIUS® Satellite Radio capabilities with three months complimentary service⁵, power windows, power door locks, dual exhaust with chrome tips, a cooling glove box and auxiliary USB audio input jacks for connecting MP3 players⁶ and *Bluetooth*^{®7} wireless technology connectivity with steering-wheel mounted voice activation controls to enable hands-free operation for compatible mobile phones. In addition, all Optima models feature an extensive list of standard safety equipment, including six airbags⁸ (dual advanced front and front-seat mounted side as well as full-length side curtain). Moving up to the LX six-speed A/T, starting at \$20,495, adds alloy wheels, cruise control and an Active Eco System for fuel-efficient driving.

Beginning at \$22,495, the Optima EX offers upscale amenities in a mid-level trim, including 17-inch alloy wheels, fog lamps, leather trimmed seats, eight-way power driver's seat, dual-zone automatic temperature control, push-button start and auto-dimming rear view mirror with Homelink[®] and compass. Priced at \$24,495, the Optima EX turbo is powered by Kia's first-ever turbo engine in the U.S., a 2.0-liter 274-horsepower Turbo GDI engine that delivers up to 34 mpg⁹, and adds larger front disc brakes, a unique front grille, and wood and metal interior accents.

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⁶ Optional Kia accessory cable required for iPod® mobile digital device connectivity; both sold separately. iPod® is a registered trademark of Apple, Inc.

⁷ A Bluetooth wireless technology-enabled cell phone is required to use Bluetooth wireless technology. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and tradenames are those of their respective owners

⁸ For maximum protection, always wear your seat belt.

⁹ 2011 EPA fuel economy estimates. Actual mileage may vary.

Positioned at the top of the Optima model range, the SX package starts at \$25,995 and delivers a spirited combination of performance, styling and value. The viscerally satisfying 2.0-liter turbo GDI engine is standard and exclusive content includes 18-inch alloy wheels, sport-tuned suspension, unique lower body trim, HID head lights, LED tail lights, black leather and woven seat trim, Supervision™ meter cluster, steering wheel paddle shifters, carbon fiber interior trim, metal pedals, and illuminated door scuff plates.

Safety-Minded

Like all Kia vehicles, the 2011 Optima is equipped with a high level of standard safety features. In addition to six airbags, additional safety equipment includes 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). Four-wheel antilock brakes (ABS), Electronic Stability Control (ESC), a Traction Control System (TCS), a Brake Assist System (BAS) and Hill Assist Control (HAC) also are standard.

Design-Led Transformation and Product Line

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. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technology such as the soon-to-come UVO powered by Microsoft®¹⁰ in-car hands-free entertainment system. The launches of the 2011 Sorento CUV, the first vehicle to be assembled* at Kia's first U.S.-based manufacturing facilities in West Point, Georgia, the dynamic 2011 Sportage compact CUV, sophisticated 2011 Optima midsize sedan and versatile Forte 5-door hatchback further enhance the lineup.

Kia's model year 2011 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, Rio sub-compact sedan, Rio5 sub-compact hatchback and Sedona minivan.

* Kia vehicles assembled at the Kia U.S. plant are assembled from U.S. and globally-sourced parts.
¹⁰ 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 725 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever in 2010. 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.

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