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News Release

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KIA MOTORS AMERICA ANNOUNCES ALL-TIME BEST FULL-YEAR SALES AND MARKET SHARE

***Record December Sales Contribute to 18.7 Percent Year-Over-Year Sales Increase;
Kia Exceeds Annual Sales of 350,000 Vehicles for First Time in Company History***

IRVINE, Calif., January 4, 2011 – Kia Motors America (KMA), which previously announced it had surpassed its best-ever full-year sales total in just 11 months, today reported all-time record sales in 2010 of 356,268 units, up 18.7-percent over 2009 and a 16.6-percent increase over the annual mark set in 2007. Nine monthly sales records, including the company's best-ever December sales of 30,444 units, led to KMA's 16th consecutive year of increased market share in the U.S.

KMA's sales were led throughout 2010 by the U.S.-built¹ 2011 Sorento, the brand's best-selling vehicle each month and the first Kia nameplate to eclipse 100,000 units in the U.S. in one year. Kia Motors' design-led transformation has delivered a stable of new and recently introduced products – Soul, Forte, Forte Koup, Sorento, Sportage and the all-new Optima – that accounted for 86.3 percent of the December sales volume.

"Kia has experienced unprecedented growth in the U.S., including a 48-percent market share increase since 2008 to our current position of more than 3-percent, and our rapid expansion is a direct result of our commitment to delivering vehicles with world-class design that embody our core principles of quality, safety, technology and value," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Kia has invested heavily in the U.S., including our first North American manufacturing facility in West Point, Georgia, and with our first turbocharged and hybrid vehicles set to arrive in showrooms early this year we expect to continue our momentum and growth."

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¹ The 2011 Sorento is assembled at the Kia U.S. plant with U.S. and globally sourced parts.

2011 Kia Motors America Product Line

Kia's model year 2011 vehicle line includes the Sorento CUV and Sportage CUV, the all-new 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.

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 and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased 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 technologies.

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.

Note to the media: For editorial references, please note that Kia Motors is a member of the Hyundai-Kia Automotive Group, not a subsidiary of Hyundai Motor Company.

<u>Model</u>	<u>MONTH OF DECEMBER</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	944	3,932	24,619	34,666
Spectra	1	65	272	47,114
Forte	5,694	4,903	68,500	26,328
Optima	1,226	1,978	25,367	37,527
MY '11 Optima	1,880	n/a	2,015	n/a
Amanti	1	62	281	3,704
Sportage	33	1,127	11,776	42,509
MY'11 Sportage	2,527	n/a	12,097	n/a
Sorento	2	3,136	783	24,460
MY'11 Sorento	9,801	n/a	108,202	n/a
Sedona	1,672	773	21,823	27,398
Rondo	64	1,236	3,588	14,206
Borrego	232	1,020	9,835	10,530
Soul	6,367	2,816	67,110	31,621
Total	30,444	21,048	356,268	300,063