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News Release

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2011 KIA OPTIMA HONORED AS “BEST OF 2011” BY CARS.COM

All-New Eye-Catching Midsize Sedan Wins Top Award From Popular Online Automotive Resource

- Optima is latest result of Kia Motors’ design-led transformation
- Cars.com praises the all-new 2011 Optima’s design, premium amenities and for exceeding expectations

DETROIT, January 12, 2011 – Kia Motors America’s (KMA) all-new stylish and performance-oriented midsize sedan, the 2011 Optima, continues to accumulate accolades, and its latest achievement is winning Cars.com’s second annual “Best of 2011” award. Optima was selected for its sharp styling inside and out as well as its available luxury features, including heated and cooled front seats, heated rear seats and a panoramic sunroof.

“The 2011 Optima continues to gain recognition for its striking style and long list of available luxury features, and we fully expect it to be a driving force for the brand as we continue our aggressive design-led transformation,” said Michael Sprague, vice president, marketing & communications, KMA. “The ‘Best of 2011’ award from Cars.com is further evidence that people are taking notice of Kia’s design-led transformation and the stunning design, exhilarating performance and tremendous value the all-new Optima adds to our exciting vehicle lineup.”

Before selecting the “Best of 2011” awards, editors at Cars.com tested the more than 70 brand-new or redesigned cars released for model year 2011. Editors picked their top six before selecting the “Best of 2011.” The all-new 2011 Optima beat out the BMW 5 Series, Chevrolet Cruze, Chevrolet Volt, Honda Odyssey and Nissan Leaf to earn this site’s second annual award.

About the 2011 Kia Optima

The all-new 2011 Optima, which stars as the Official Vehicle of the NBA, 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 later this year) in the U.S. – deliver a class leading combination of power¹ and fuel economy² while the sedan's spacious cabin is outfitted with the latest technology features and luxury amenities. Available in three trims, LX, EX and SX³, the 2011 Optima features a starting MSRP of \$18,995.⁴

A "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS), the 2011 Optima has earned numerous awards and accolades including a *Consumer Guide* Automotive “Best Buy” designation and Edmunds' *InsideLine.com* “Editors’ Most WantedSM” Award. The 2011 Optima also had the highest increase in car shopper consideration following the Los Angeles Auto Show according to Edmunds.com.

Safety-Minded

The 2011 Optima is equipped with a high level of standard safety features, as is the rest of the Kia line-up. This includes six airbags (dual advanced front and front-seat mounted side as well as full-length side curtain), 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.

Competitive Warranty

The 2011 Optima is covered by KMA's warranty program⁵, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

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¹ HP claim based on comparison of 2010 and available 2011 midsize sedans with standard 4-cylinder engine as of December 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 December 2010 of 2010 and available 2011 EPA city/hwy mpg estimates for midsize sedans with I4, nonhybrid engines. Actual mileage may vary.

³ SX model will be available later this year.

⁴ 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.

⁵ See retailer or go to kia.com for warranty details.

2011 Kia Motors America Product Line

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.

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 730 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.

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