



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

## News Release

Amy Corsinita  
Zeno Group for Kia Motors America  
949.468.4818  
Amy.Corsinita@zenogroup.com

### **KIA MOTORS' SUPER BOWL AD CAMPAIGN ATTRACTS 106 MILLION TELEVISION VIEWERS AND MORE THAN 150,000 ONLINE GAMERS**

#### ***TV, Digital and Social Media Activities Included 60-Second "Epic" Spot, Contest for a Chance to Win a New Optima and Social Media Game***

- Kia search activity increased more than 700 percent following debut of "One Epic Ride" spot
- Kia-branded game generates record-setting social media engagement

**IRVINE, Calif., February 7, 2011** – Following the gridiron battle in Dallas, Kia Motors America's (KMA) interactive Super Bowl advertising campaign has engaged and entertained more than 106 million people with TV, digital, print and social media activities. The latest components in Kia's launch of the all-new Optima midsize sedan – the largest effort in company history - included the popular "One Epic Contest," which saw more than 165,000 visitors to [www.oneepiccontest.com](http://www.oneepiccontest.com) and more than 30,000 registered entrants vying for a chance to win a brand new 2011 Optima. The campaign continues with ongoing online, TV, and social media activations as well as the successful in-dealership promotion that has generated more than 20,000 visits to the Optima test drive incentive on Kia.com. According to Edmunds.com Super Bowl real-time reporting data, Kia Optima consideration increased by 255-percent and Kia brand consideration increased by 49-percent during the second quarter. With the online debut of "One Epic Ride" on February 4, Kia search activity increased 700 percent<sup>1</sup> and remained strong through the weekend. Kia's Super Bowl commercial can be viewed now at [www.kia.com/optima](http://www.kia.com/optima) and [www.youtube.com/kia](http://www.youtube.com/kia).

In addition to "One Epic Contest," KMA partnered with [SocialVibe](#) to introduce the all-new Optima to more than 200 million monthly social gamers as the exclusive automotive sponsor of Zynga's "Big Game Tournament" for players across FarmVille, PetVille, Mafia Wars, and Café World. Kia's virtual football game featuring Zynga characters yielded SocialVibe's highest ever average time-spent per user, with gamers spending 170 seconds interacting with the content. The Kia mobile branded engagement garnered an unprecedented 67-percent click-through-rate on smartphones. Kia's "Big Game" also set a new SocialVibe engagement record.

-more-

---

<sup>1</sup>Data collected by Reprise Media

## **Kia Super Bowl Campaign Recap**

### **Page 2 of 3**

Users across Zynga can continue to earn free game currency by participating in the virtual football game sponsored by the 2011 Optima through March 3, 2011. To interact with the engagement via SocialVibe visit "[The Big Game Tournament](#)."

"With 'One Epic Contest' we challenged consumers to use their wits to locate clues and solve a series of puzzles before, during and after the Super Bowl for the chance to win one of five new Optimas and people responded in a big way," said Michael Sprague, vice president, marketing & communications, KMA. "Engaging enthusiastic consumers was a cornerstone of our Super Bowl marketing strategy and it's clear with more than 30,000 gamers registered for 'One Epic Contest' and more than 450,000 views of the ad on YouTube, that this approach exceeded our expectations."

### **Test Drive the 2011 Optima and Receive a \$25 Visa® Pre-paid Card**

Consumers didn't have to play an online game to receive a benefit from Kia's Super Bowl efforts. Consumers are still able to download a \$25 Visa® pre-paid card test drive voucher at [www.Kia.com](http://www.Kia.com) that is redeemable after eligible consumers visit a Kia dealership and complete a test drive of the 2011 Optima. To date, more than 20,000 consumers have visited Kia.com to learn more.

### **Optima Super Bowl Spot**

In "One Epic Ride," people across space and time – from a police officer and an international villain to aliens and an ancient chief – will go to great lengths to snatch the all-new Optima from the clutches of others and put themselves behind the wheel. The eye-catching Optima becomes an object of desire, and even Poseidon, the king of the sea, does his best to get his hands on the car.

Created by David&Goliath, "One Epic Ride" demonstrates the extreme measures people will go to get their hands on a midsize sedan that defies the conventions of the segment with a combination of striking design, exhilarating performance and outstanding value not found anywhere else in the category.

## Kia Super Bowl Campaign Recap

### Page 3 of 3

The all-new 2011 Optima advances Kia Motors' design-led transformation with completely new and stunning design characteristics and its 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 power<sup>2</sup> and fuel economy<sup>3</sup> while the sedan's spacious cabin is outfitted with the latest technology features and luxury amenities.

### **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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

# # #

---

<sup>2</sup> Class claim based on comparison of 2010 and available 2011 midsize sedans with standard 4-cylinder engine as of December 2010. Max HP for non-turbo 2.4L GDI engine is 200 hp @ 6,300 rpm; max HP 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. Max HP for 2.0L Turbo GDI engine is 274 hp @ 6,000 rpm. Turbo engine available only on EX Turbo and SX.

<sup>3</sup>With LX manual transmission. MPG class 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. EPA estimates for 2011 Kia Optima LX 2.4L GDI engine w/MT are 24 mpg/city and 35 mpg/hwy; for LX 2.4L GDI engine with A/T, 24 mpg/city and 34 mpg/hwy; for 2.0L Turbo GDI engine 22 mpg/city and 34 mpg/hwy. Actual mileage may vary.