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## News Release

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### **KIA MOTORS PARTNERS WITH HOMESTEAD-MIAMI SPEEDWAY FOR GRAND PRIX WEEKEND**

#### ***All-New Optima Turbo will Serve as Official Pace Car for Rolex Sports Car Series and Continental Tire Sports Car Challenge Races on March 5***

- Continental Tire Sports Car Challenge race will be named the "Kia 200"
- Sponsorship furthers Kia's efforts to raise the profile of second-year motorsports program

**IRVINE, Calif., February 28, 2011** – Just five weeks after capturing its first podium finish at Daytona, Kia Motors will have an expanded presence both on and off the track at Homestead-Miami Speedway as the title sponsor of the GRAND-AM Continental Tire Sports Car Challenge (CTSCC) race on March 5. In addition to the 2.5-hour race being named the "Kia 200," the company's first-ever turbocharged vehicle – the all-new 2011 Optima Turbo – will serve as the official pace car for both the Rolex Sports Car Series "Grand Prix of Miami" and CTSCC races on March 5.

"Partnering with Homestead-Miami Speedway to create on- and off-track activations is an important next step in the development of Kia's U.S. racing program as we continue to grow our presence in the world of auto racing," said Michael Sprague, vice president, marketing & communications, Kia Motors America. "Our first-ever podium finish at Daytona has created increased interest and expectations for Kia's motorsports efforts, and we are looking forward to an exciting weekend of racing and the opportunity to showcase the stylish and performance-oriented Optima Turbo to passionate followers of GRAND-AM racing."

In between the action on the track, fans also will have an opportunity to experience the state-of-the-art technology, impressive power and head-turning styling of several of Kia's new and recently introduced vehicles at multiple vehicle display locations at Homestead.

"Six hours of action featuring the best road racing circuit in America presents a terrific vehicle for brands seeking to elevate to a higher profile," said Matthew Becherer, president, Homestead-Miami Speedway. "It's an honor for us to welcome Kia Motors as a partner at the Speedway and to serve as a platform to promote Kia's second-year motorsports program."

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## **Kia Motors Partners with Homestead-Miami Speedway**

### **Page 2 of 2**

Kia Motors and racing partner Kinetic Motorsports campaign the No. 10 and No. 12 Infinity Audio Kia Forte Koups in the Street Tuner (ST) class of the CTSCC. Decorated driver Michael Galati will make his Kia racing debut at Homestead following Andy Lally's departure for the NASCAR Sprint Cup Series. Lally and Nic Jönsson drove the No. 10 car to a second place finish in the GRAND-AM 200 at Daytona International Speedway in the first race following Kia's "development year" in 2010. The No.12 Forte Koup is piloted by former ST class champions Adam Burrows and Trevor Hopwood.

The Kia 200 will be broadcast on SPEED on Friday, March 19. Race fans can follow Kia's motorsports program and receive live updates at [www.facebook.com/kiaracing](http://www.facebook.com/kiaracing).

The 2011 Optima Turbo will be the first Kia vehicle to pace an auto race on U.S. soil, and its unique twin-scroll design improves combustion efficiency and low-end power to reduce turbo-lag. The 2.0-liter GDI turbocharged engine produces up to 274 horsepower and 269 pound-feet of peak torque. The all-new Optima has been collecting notable awards and accolades since arriving in December, including being named one of six Edmunds' *InsideLine.com* "Editors' Most Wanted" and "Best of 2011" by Cars.com.

### **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).

### **Kids 12 & under admitted FREE:**

Homestead-Miami Speedway continues its rich history of sports car racing with the Grand Prix of Miami on March 5. The GRAND-AM Rolex Racing Sports Car Series returns to South Florida's 2.3-mile road course to feature the Daytona Prototypes and Grand Touring classes in Race 2 of the 2011 GRAND-AM campaign. For info on this and more than 280 events held each year at Homestead-Miami Speedway, visit [HomesteadMiamiSpeedway.com](http://HomesteadMiamiSpeedway.com).