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News Release

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2011 KIA OPTIMA NAMED TO AUTO A FONDO'S "TOP 10 BEST BUY CARS FOR 2011" LIST

All-New Midsize Sedan Praised by Panel of Influential Automotive Professionals

- Competitive price and long list of standard convenience and safety features make Optima a sensible option for segment shoppers
- Critically acclaimed styling and overall value increase Optima's consumer appeal

IRVINE, Calif., March 21, 2011 – The all-new 2011 Kia Optima has been turning heads and collecting awards since arriving in Kia dealerships several months ago, and the latest praise comes from Auto A Fondo who has named the midsize sedan as one of its "Top 10 Best Buy Cars for 2011" in the four-door sedan category. The recognition comes on the heels of the Optima earning a five-star crash safety rating from the U.S. government's National Highway Traffic Safety Administration (NHTSA) and being named one of the "Top 10 Cars to Look Forward to in 2011" by CarsDirect.com.

"The all-new Optima combines a long list of advanced technology, convenience and safety features with stunning exterior design, and the Optima's value proposition makes it the smart choice in the midsize sedan category," said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). "With its powerful and fuel efficient engines, including Kia's first-ever turbo in the U.S., the Optima stands out from the midsize sedan crowd by offering fun-to-drive performance at a tremendous value as evidenced by this recognition from Auto A Fondo's panel of experts."

Now in its ninth year, the "Top 10 Best Buy Cars" list is selected by a panel of Hispanic automotive professionals tasked with reviewing and comparing which new cars offer the best value in each intended segment. According to Auto A Fondo, a "Top 10 Best Buy" offers innovative engineering, good exterior design, best-in-class ergonomics, an excellent ride, outstanding fit and finish, and complete content packaging, all at a competitive price.

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Kia Optima Named to “Top 10 Best Buy Cars” List

Page 2 of 3

“The Optima’s overall design and performance impressed us. With the extended warranty it becomes a very good option for the Hispanic family,” said Ricardo Rodriguez-Long, editor, Autoafondo.com.

About the 2011 Kia Optima

Available in three trims, LX, EX and SX, the 2011 Optima offers a wide array of convenience and luxury as well as impressive technology features like an AM/FM/CD/MP3/Sat audio system with SIRIUS® Satellite Radio capabilities and three months complimentary service¹, auxiliary and USB audio input jacks and standard *Bluetooth*^{®2} wireless technology connectivity with steering wheel-mounted voice activation controls to enable hands-free operation for compatible mobile phones. Available with three all-new and fuel-efficient engines, a 2.4-liter GDI four-cylinder, a 2.0-liter GDI turbo or a 2.4-liter hybrid (available later this year), pricing for the stylish and performance-oriented midsize sedan begins at \$18,995³.

Like the rest of Kia line-up, the 2011 Optima comes equipped with a high level of standard safety features, including: six airbags⁴ (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 pretensioners, 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.

Industry-Leading Warranty

The 2011 Optima is covered by Kia's warranty program, which offers consumer protection at an exceptional value. 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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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 For maximum protection, always wear your seat belt.

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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