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News Release

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Kia Motors America Announces All-Time Record Sales For March 2011 And Best Quarter In Company History

Sorento and Soul Each Surpass 10,000 Unit Mark; Annual Sales Up 36.6 Percent

IRVINE, Calif., April 1, 2011 – Kia Motors America (KMA) today announced its best ever monthly sales of 44,179, a 44.7-percent increase from March 2010, and a 34.7-percent increase over last month. This marks KMA's seventh consecutive month of record sales, and for the first time in company history Kia had two vehicles – Sorento and Soul – post sales of more than 10,000 units in a single month. The record March total helped KMA achieve its best-ever quarterly sales result with 104,774 units sold, surpassing the previous record of 97,955 units sold in the third quarter of 2010.

“Kia’s design-led transformation has delivered a diverse lineup of stylish and fun-to-drive vehicles, and with rising fuel prices, more and more consumers are visiting our showrooms to take advantage of the outstanding fuel economy each of our vehicles offer,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “Led by the Sorento and Soul, our record results are a reflection of the tremendous impact our fuel-efficient and technology-laden vehicles have made with consumers, and new levels of performance in models like the turbocharged Optima and Sportage will continue to surprise and impress consumers who turn to Kia while shopping for a new vehicle.”

The record sales performance illustrates the growing awareness and consideration of the Kia brand resulting from the company’s global commitment to quality, safety, design, technology and overall value. In March, the all-new 2011 Optima became the first Korean-built vehicle to be awarded a five-star crash safety rating under NHTSA's new, stricter guidelines and the 2011 Sportage CUV was named the "[Best New Crossover Vehicle](#)" in the 2011 Readers' Choice Awards by About.com.

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[2011 Kia Motors America Product Line](#)

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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 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.

<u>Model</u>	<u>MONTH OF MARCH</u>		<u>YEAR-TO-DATE</u>	
	2011	2010	2011	2010
Rio	2,070	2,231	4,885	6,578
Spectra	1	46	1	148
Forte	7,533	4,830	18,167	12,894
Optima	6,891	3,633	15,554	9,266
Amanti	-	31	1	97
Sportage	4,715	1,414	11,704	3,264
Sorento	-	59	-	691
MY'11 Sorento	11,071	9,156	27,828	24,761
Sedona	1,797	2,491	4,266	4,397
Rondo	9	932	40	1,753
Borrego	64	593	271	1,996
Soul	10,028	5,106	22,057	10,851
Total	44,179	30,522	104,774	76,696

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