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News Release

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KIA MOTORS AMERICA ANNOUNCES ALL-TIME RECORD SALES

Kia Achieves Best-Ever Sales Mark for Second Consecutive Month; Annual Sales Up 42.3 Percent

IRVINE, Calif., May 3, 2011 – Kia Motors America (KMA) today announced all-time record monthly sales of 47,074, a 56.7-percent increase from April 2010, and a 6.6-percent increase over the previous record set last month. Consumer demand for the all-new 2011 Optima midsize sedan continues to increase while sales of the Soul eclipsed the 10,000 unit mark for the second consecutive month. The Sorento was Kia's best-selling vehicle for the 16th consecutive month and posted its best-ever sales of more than 12,000 units.

"More and more car shoppers are being drawn to Kia as a result of our commitment to offering stylish, fuel efficient and high quality vehicles, such as the Sorento and Soul, that exceed the expectations of today's discriminating consumers at a tremendous value," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Demand for the new Optima has outpaced supply since its launch last year and with gas prices continuing to rise, the upcoming launch of Kia's first-ever hybrid vehicle couldn't be coming at a better time. The 2011 Optima Hybrid will deliver class leading fuel efficiency, world-class design, and modern amenities that will resonate with American consumers and further validate Kia's tremendous value proposition."

Consumer awareness, perception and consideration for the Kia brand continues to increase, evidenced by the brand's continued record sales performance and market share gains. At the New York International Auto Show, KMA introduced the all-new 2012 Rio and Rio5, which bring world-class styling and class leading horsepower and fuel economy¹ of 40 miles per gallon² to the sub-compact segment. Building on the success of the best-selling Sorento, KMA announced the addition of 2012 Optima production later this year at KMMG in West Point, Georgia*, further reinforcing the brand's commitment to the U.S. market.

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* Assembled in the United States from U.S. and globally sourced parts.

¹ MPG claim for highway mileage for 2012 Rio with a 1.6-liter, 4-cylinder engine with 6-speed transmission. Class-leading MPG and horsepower claims based on comparisons to 2011 sub-compacts as of April 2011 and available 2011 EPA city/hwy mpg estimates for sub-compact competitors. Actual mileage may vary.

² Based on preliminary test results of 30/40 mpg (city/highway) by Kia Motors Corporation. Actual mileage may vary.

2011 Kia Motors America Product Line

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 APRIL</u>		<u>YEAR-TO-DATE</u>	
	2011	2010	2011	2010
Rio	2,575	3,020	7,460	9,598
Spectra	-	40	1	188
Forte	8,535	5,807	26,702	18,701
Optima	6,533	2,912	22,087	12,178
Amanti	-	23	1	120
Sportage	4,738	1,738	16,442	5,002
Sorento	-	43	-	734
MY'11 Sorento	12,001	8,486	39,829	33,247
Sedona	2,201	1,574	6,467	5,971
Rondo	4	685	44	2,438
Borrego	28	485	299	2,481
Soul	10,459	5,223	32,516	16,074
Total	47,074	30,036	151,848	106,732

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