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News Release

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KIA MOTORS AMERICA'S LATEST SPECIAL EDITION SOUL TAKES INSPIRATION FROM THE BRAND'S POPULAR AND AWARD-WINNING HAMSTER ADVERTISING CAMPAIGN

Customized Red and Black 2011 Hamstar™ Soul Arrives at Kia Dealerships¹

- Sixth special edition Soul is adorned with one-of-a-kind exterior graphics and interior appointments
- Hamstar Soul's 315-watt audio system features pulsing speaker lights

IRVINE, Calif., May 25, 2011 – After more than seven million views online and the launch of their own clothing line, the style and flair of the music-loving hamsters from Kia Motors America's (KMA) award-winning Soul advertising campaign is hitting the streets with the arrival of the special edition 2011 Hamstar™ Soul. First seen as a concept at the 2010 SEMA Show, the Hamstar Soul builds on the success and consumer interest in the previous five special edition models and expands upon the funky urban passenger vehicle's personalization options while maintaining its appealing combination of value, safety, technology and long list of standard equipment.

The limited-run, Molten Red Hamstar Soul is based on the Soul+ trim and is dressed in custom Hamstar artwork, highlighted by a black star graphic with the signature Hamstar script logo on the hood and off-black matte finish stripes on the vehicle's sides. The exterior also features body colored bumpers with a rear bumper appliqué, power sunroof, fog lights, a rear sport spoiler, black 18-inch alloy wheels, black fender vents with turn signal indicator and a matte black alloy fuel door.

Interior appointments include unique Hamstar floor mats, black leather trimmed seats with heated front seats, push button start with smart key, automatic climate control and leather wrapped steering wheel and shift knob. The Hamstar Soul also takes music enjoyment to the next level with an Audio Upgrade Package that includes a center speaker, subwoofer, 315-watt external amplifier and speaker lights that pulse to the beat of the music or simply add mood lighting.

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¹ Special edition Soul vehicles will have limited availability while supplies last. Vehicles will not be available in all regions. See your local Kia retailer for details.

The Hamstar Soul is now arriving at Kia dealerships with a starting Manufacturer's Suggested Retail Price (MSRP) of \$20,295² with a 4-speed automatic transmission.

"As the first vehicle launched under Kia's design-led transformation the Soul has been a game changer for Kia, and the ongoing popularity of our out-of-the-box ad campaigns have led to record sales and dramatic increases in consumer awareness, perception and consideration of the Kia brand," said Michael Sprague, vice president of marketing & communications, KMA. "The Soul was designed to stand out in a sea of sameness and we are committed to keeping it fresh, fun and relevant in the marketplace and the special edition Hamstar Soul is the latest embodiment of that philosophy."

About the 2011 Soul

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, the Soul delivers impressive fuel economy with the 1.6-liter manual coming in at 26/31 mpg (city/highway)³ while the 2.0-liter offers a thrifty, fuel-sipping 24/30 mpg for both the automatic and manual transmissions³. Standard convenience features including: air conditioning; power windows, door locks and mirrors; AM/FM/CD/MP3 audio system outfitted with SiriusXM™ Satellite Radio capabilities (including a three month complimentary subscription)⁴; USB and auxiliary input jacks in the center console with full iPod®⁵ and MP3 controllability via the audio head unit and steering wheel controls (achieved with an optional Kia accessory cable).

Soul has earned a trophy case full of prestigious awards and accolades since its launch, including earning a "Top Safety Pick" from IIHS, being a recipient of the "Best Family Cars for 2010" designation by Edmunds.com and *Parents Magazine*, recognized as "Best Hatchback of 2010" by Cars.com, and "Best New Car for Your Teen" by *Kiplinger's Personal Finance*.

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2 Price is manufacturer's suggested retail price (MSRP) for base model. MSRPs exclude \$695 destination and handling fee, taxes, title and license fees, additional options and retailer charges. Actual prices set by retailer.

3 2011 EPA fuel economy estimates. Actual mileage may vary.

4 SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. SIRIUS Radio requires a subscription, sold separately after 3-month trial subscription included with vehicle purchase. Prices and programming are provided by SIRIUS and are subject to change. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS Radio U.S. service available only to those at least 18 years of age in the 48 contiguous United States, D.C., and Puerto Rico (with coverage limitations).

5 Optional Kia accessory cable required for iPod® mobile digital device connectivity. Cable and iPod® sold separately. iPod® is a registered trademark of Apple Inc.

Soul offers an immense amount of style and value on top of an extensive list of standard safety features sure to appeal to all consumers looking for a well-equipped vehicle suited to their personalities, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

Industry-Leading Warranty

The 2011 Hamstar Soul is covered by Kia's industry-leading warranty program⁶, 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.

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

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⁶ All warranties are limited. See retailer for warranty details or go to kia.com.