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News Release

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KIA MOTORS ROCKS OUT THIS SUMMER WITH 2011 VANS WARPED TOUR®

Kia Motors Continues Relationship with Punk and Indie Rock Music Tour for Fourth Year

- Exclusive acoustic sets to be streamed live on new virtual Kia Soul Lounge Facebook page
- Concertgoers will have the opportunity to win a new Kia Soul through an online [sweepstakes](#)

IRVINE, Calif., June 21, 2011 – For the fourth consecutive year, Kia Motors America (KMA) will hit the road and visit more than 40 U.S. cities this summer as “Official Vehicle of the 2011 Vans Warped Tour®.” Concertgoers can catch live music performances and a variety of interactive activities and events at the Kia Soul Lounge. New for 2011 will be a virtual Facebook page (facebook.com/kiasoul) that provides backstage video blogs and behind-the-scenes tour photos as the festival moves across the country. Videos of the exclusive acoustic sets from the Kia Soul Lounge will be streamed live during select tour stops.

In addition to live music, fans can obtain information on Kia’s lineup of stylish and fuel-efficient vehicles, including the recently introduced 2012 Soul, which brings more power and fun-to-drive performance to the funky and popular urban passenger vehicle; the all-new 2012 Rio5 subcompact that will deliver class leading horsepower and fuel economy of 40 mpg¹ when it is expected to arrive in dealer showrooms later this fall; and the performance-inspired 2011 Forte Koup.

“Music has played an important part in each of our new product launches since the Soul arrived in 2009, and as a brand with stylish, youth-oriented products that appeal to the Gen-Y audience we are thrilled to return to the Vans Warped Tour for another summer as we continue our efforts to connect with young consumers by interacting with them in fun and engaging ways,” said Michael Sprague, vice president of marketing & communications, KMA. “For the second summer in a row, we are delighted to give music lovers exclusive access to autograph sessions, VIP entry and the chance to win a new Soul, all while checking out their favorite bands.”

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1 MPG claim for highway mileage for 2012 Rio. 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.

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At each tour stop, festival attendees have the opportunity to visit the Kia Soul Lounge, an interactive tent featuring a DJ, stencil art studio, an Express Your Soul “Confessional” booth and exclusive daily autograph sessions¹ with hot tour performers, including Less than Jake, 3OH!3, Gym Class Heroes, Attack! Attack! and other special guests. The Kia Soul Lounge also will feature exclusive acoustic performances¹ by Less Than Jake, Hello Goodbye, Aggrolites and Gym Class Heroes.

Festival participants also may earn Kia VIP passes for exclusive access to a private riser near the main stage, providing shade and unobstructed views of some of the biggest performances throughout the day. These passes, and a choice of either a Kia t-shirt or bandana, will also be available at the Kia Soul Lounge while supplies last. Fans can bring the shirt or bandana to the Stencil Art Studio inside the Soul Lounge to paint a cool design on the items before taking them to the riser for access.

As in previous years, Kia remains the “Presenting Sponsor” of the Kevin Says Stage, a solar-powered stage that provides local bands the opportunity to play their music for 2011 Vans Warped Tour concertgoers. Kia Motors’ official Kia Warped Tour blogger, Steve Guttbinder, provides fans with behind-the-scenes insights, videos and photos as well as answers to fans’ questions throughout the tour. Steve’s vlog can be accessed at [Facebook.com/kiasoul](https://www.facebook.com/kiasoul).

“As a forward-thinking company I have always appreciated Kia’s support that allows us to build the solar-powered stage and nurture young artists on the ‘Kevin’s Says Stage,’” notes Kevin Lyman, Vans Warped Tour founder and producer. “We are happy to have Kia Motors back onboard as the ‘Official Vehicle of the 2011 Vans Warped Tour.’”

Kicking off June 24 in Dallas, the 2011 Vans Warped Tour features more than 150 punk, rock, hip-hop, rap, metal, indie rock and electronic artists including current chart-toppers and long-running legends.

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¹ Go to vanswarpedtour.com for current tour schedule and scheduled performers.

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Select tour dates and destinations of the tour include:

- 6/24 – Dallas
- 6/30 – Las Vegas
- 7/1 – Pomona, Calif.
- 7/2 – San Francisco
- 7/9 – Chicago
- 7/13 – Boston
- 7/21 – Philadelphia
- 7/26 – Washington, D.C.
- 7/30 – Miami
- 8/3 – St. Louis
- 8/5 – Denver
- 8/10 – Los Angeles
- 8/14 – Portland, Ore.

For more information on the Vans Warped Tour, including a full list of tour dates and any updates to the tour schedule, visit vanswarpedtour.com.

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 website – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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