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## News Release

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### **KIA MOTORS AMERICA ANNOUNCES NEW DIRECTOR OF PUBLIC RELATIONS**

#### ***Auto Industry Veteran Scott McKee Will Lead PR Team***

**IRVINE, Calif., June 20, 2011** – Kia Motors America (KMA) named Scott McKee director of public relations today, reporting to vice president of marketing & communications, Michael Sprague. In his position, McKee will oversee all product and corporate communications for the company, including new product launches, media relations, product publicity and internal communications.

McKee is a seasoned professional in public relations and marketing within the automotive industry, serving in a variety of functions for high-profile brands such as Mercedes-Benz, Aston Martin, Jaguar and Land Rover. McKee also brings significant motorsports experience to KMA, and he will oversee the company's second-year racing program.

"Scott brings a wealth of experience to Kia Motors, and with his history of success in previous public relations, marketing and motorsports roles he will provide invaluable leadership for our talented PR team as the brand continues to grow and mature," said Michael Sprague, KMA's vice president of marketing & communications. "Consumer awareness, perception and consideration for the Kia brand have risen dramatically, and Scott will play an important role in developing Kia's future U.S. communications strategies and programming to continue that trend."

McKee has also served as vice president of marketing for iRacing.com, the world's leading online motorsports simulation service. He joined iRacing from Land Rover North America, where he served as general manager, retail programs and communications. Earlier in his career, McKee held the positions of manager of North American motorsports, events and exhibitions for Aston Martin, Jaguar and Land Rover, and events and sports marketing specialist for Mercedes-Benz USA. McKee has also owned his own business where his marketing, public relations and social media skills played a key role in the venture.

Scott McKee can be reached at 949.468.4813 or [smckee@kiausa.com](mailto:smckee@kiausa.com).

**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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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