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News Release

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DANCE LIKE ONE OF KIA MOTORS' MUSIC-LOVING HAMSTERS IN THE "SOUL SHUFFLE SLAM" **ONLINE VIDEO CHALLENGE**

Kia Invites Dancers to Party Rock and Showcase Their Best Moves in LMFAO-Inspired Dance Videos

- "Soul Shuffle Slam" follows the debut of new "[Share Some Soul](#)" ad that has been viewed more than three million times on YouTube
- Contestants have the opportunity to win a Grand Prize of \$10,000 dollars and the chance to dance on stage with electro-pop group LMFAO

IRVINE, Calif., September 19, 2011 – After more than three million online views since its debut in late-August, Kia Motors America's "Share Some Soul" advertising campaign featuring the brand's music-loving hamsters shufflin' to the beat of electro-pop group LMFAO's smash hit "Party Rock Anthem," Kia is inviting dancers from around the globe to join the party and participate in a LMFAO-inspired dance video submission contest. Hosted on the Kia Soul YouTube¹ and Facebook channels, "Soul Shuffle Slam" contestants will vie for a chance to win a Grand Prize of \$10,000 and the opportunity to dance on stage with the wildly popular electro-pop group LMFAO by submitting videos of themselves grooving to the summer's hottest song, "Party Rock Anthem."

"Soul's immense popularity is due not only to its unique styling, wealth of technology and convenience features and overall value, but also to the role that music has played in our marketing efforts for this vehicle," said Michael Sprague, vice president, marketing & communications, KMA. "LMFAO is a fun, energetic and exciting group, and just like the Soul has done since its launch in 2009, they pride themselves on standing out from the crowd. With the 2012 model year featuring increased horsepower and fuel efficiency, it makes perfect sense to extend our partnership with LMFAO by inviting dancers from all over the globe to show us their best shuffle for the opportunity to win some \$10,000 and the dance opportunity of a lifetime."

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¹ Official rules and details can be found on www.youtube.com/kiasoul.

Kia “Soul Shuffle Slam” Contest

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As part of the contest, visitors to the Kia Soul YouTube and Facebook channels will be able to vote for their favorites, helping to pick the contest’s finalists. Four finalists will be selected to move on to the Kia Soul Shuffle Slam Showdown, where their videos will be judged by LMFAO’s very own Redfoo and SkyBlu along with members of the popular dance team, Quest Crew. Users also will be able to connect the “Soul Shuffle Slam” to their Facebook account and send dance challenges to their friends, as well as leave comments on the contest page via their Facebook and Twitter accounts.

About the “Share Some Soul” Commercial

Created by David&Goliath, KMA’s advertising agency of record, “Share Some Soul” finds three hamsters rolling through an apocalyptic landscape in an aptly named “Alien Green” 2012 Kia Soul with this summer’s hottest song, “Party Rock Anthem” by LMFAO – number one on the Billboard Hot 100 for six weeks – blasting from the hatchback’s new 350-watt Infinity^{®1} audio system. The hamsters bring style and flair to a dark and dreary scene with their fluorescent Hamstar[®] street wear and quickly capture the attention of battling robots when they emerge from their Soul and begin performing the latest dance trend, shuffling. Just as the Kia Soul infuses fun and personality into the compact CUV segment, the Hamsters’ positive energy causes the alien robots and humanoids to stop fighting, drop their weapons and shuffle and party together. The ad campaign originally debuted on Aug. 28 during the MTV Video Music Awards (VMAs) and now also appears on thousands of movie screens across the country.

“Share Some Soul” is the third in a series of award-winning Kia Soul campaigns and builds on the popularity generated by “A New Way to Roll” and “This or That,” both of which received numerous accolades including Nielsen’s “Automotive Ad of the Year” two years in a row and Silver and Gold Effie awards.

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¹ Infinity[®] is a registered trademark of Harman International Industries, Incorporated.

About the 2012 Kia Soul

Unveiled earlier this year at the New York International Auto Show, the 2012 Soul won critical acclaim for its finessed styling and increased power and higher fuel economy. With the new 2.0-liter engine, Soul now delivers a class-leading 164 horsepower¹ (an increase of 22 horsepower over the previous model year), and the new 1.6-liter engine offers 138 horsepower (an increase of 16 horsepower) and fuel-saving and emissions reducing gasoline direct injection (GDI) technology. Mated to new more efficient six-speed manual and automatic transmissions, the 1.6-liter engine delivers up to a class-leading 35 miles per gallon² (mpg) on the highway (up four mpg from previous model year), while the new Soul will be among the first in the segment to offer Kia’s new Idle Stop and Go (ISG) technology (late availability), further enhancing its fuel-sipping capabilities.

Available in three trims – Soul, Soul+ (plus) and Soul! – the 2012 Soul's exterior design has been updated with subtle changes to the front and rear fascias to project a wider stance, while new headlamps, taillights, side mirrors and wheels project a more modern look. All Soul models also are improved with redesigned and upgraded interiors, significantly better noise, vibration and harshness (NVH) reduction qualities, a more refined ride and many new standard features, including a tilt and telescoping steering column, Vehicle Stability Management (VSM) and Hill-start Assist Control (HAC). On sale now, Soul begins at a best-in-class³ \$13,900 MSRP⁴ while the Soul A/T starts at \$15,700⁵.

Design-Led Transformation and Product Line

Kia Motors has undergone a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand’s continued gains in U.S. market share. Kia is poised to continue its momentum and brand growth through design innovation, quality, value, safety features and new technology. Kia’s commitment to the U.S. market is represented by its U.S.-based manufacturing facilities in West Point, Georgia – KMMG – which is responsible for the creation of more than 10,000 plant and supplier jobs and added the critically acclaimed Optima midsize sedan to its production line in September. Kia’s model year 2012 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Optima Hybrid⁶, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts and Sedona minivan.

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¹ Class-leading horsepower claims based on comparisons to 2011 and available 2012 compact wagons as of September 2011.

² Class-leading MPG claims based on comparisons to 2011 and available 2012 compact wagons as of September 2011. EPA fuel economy claims for the 2012 Soul. Actual mileage may vary.

³ Based on comparisons to 2011 and available 2012 compact wagons as of September 2011.

⁴ Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

⁵ MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

⁶ Optima Hybrid will not be built at KMMG.

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 745 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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