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News Release

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RECORD SEPTEMBER SALES HELP KIA MOTORS AMERICA SURPASS ALL-TIME BEST U.S. ANNUAL SALES TOTAL IN LESS THAN NINE MONTHS

Year-to-Date Sales up 37.1 Percent for One of the Fastest Growing Car Brands in the U.S.

IRVINE, Calif., October 3, 2011 – Kia Motors America (KMA) today announced best-ever September sales of 35,609 units, a 18.4-percent increase over the same period last year and the company's 13th straight monthly sales record. Kia's design-led transformation has delivered unprecedented growth and market share gains, and with year-to-date sales up 37.1 percent, KMA bested its previous record annual sales total in less than nine months.

September sales were once again led by the U.S.-built¹ Sorento CUV, and with production of the critically acclaimed 2012 Optima now underway at Kia Motors Manufacturing Georgia (KMMG) the popular midsize sedan also was a strong performer with 6,191 units sold.

"Kia has become one of the fastest growing car companies in the U.S., and surpassing our previous annual sales record in less than nine months is the result of our dramatic brand transformation and our diverse lineup of stylish, well-appointed vehicles that offer modern technologies and outstanding fuel economy," said Byung Mo Ahn, group president and CEO of KMA and KMMG. "Our growth and momentum will continue with the arrival of the all-new 2012 Rio 5-door in the next few weeks, which will join the Optima Hybrid as Kia's second vehicle to deliver up to 40 miles per gallon while also offering consumers class-leading² horsepower and world-class design."

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¹ Assembled in the United States from U.S. and globally sourced parts.

² MPG claim for 2011 Optima Hybrid. Class-leading MPG claim based on comparisons to 2011 midsize hybrids as of August 2011 and available 2011 EPA city/highway MPG estimates for midsize hybrid competitors. Actual mileage may vary.

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 recently added the critically acclaimed Optima midsize sedan to its production line. Kia's model year 2012 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Optima Hybrid¹, 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.

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.

<u>Model</u>	<u>MONTH OF SEPTEMBER</u>		<u>YEAR-TO-DATE</u>	
	2011	2010	2011	2010
Rio	190	1,638	13,792	20,891
Spectra	-	6	1	265
Forte	5,458	5,116	62,717	51,728
Optima	6,191	2,024	55,737	21,222
Amanti	-	14	1	240
Sportage	3,589	2,888	37,109	16,787
Sorento	11,112	10,115	99,725	78,950
Sedona	2,393	1,706	19,235	17,217
Rondo	-	111	44	3,387
Borrego	10	1,107	375	8,313
Soul	6,666	5,346	78,669	49,024
Total	35,609	30,071	367,405	268,024

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¹ Optima Hybrid will not be built at KMMG.