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News Release

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KIA MOTORS AMERICA POSTS HIGHEST BRAND LOYALTY RANKING IN LATEST STUDY BY EXPERIAN AUTOMOTIVE

Forte Compact Sedan Recognized as the Highest Loyalty Vehicle in the Industry

- Three Kia vehicles – Forte, Soul and Forte Koup – included in Experian's top 10 loyalty list
- Kia's design-led transformation has fueled dramatic increases in sales and market share growth for the Kia brand and the industry's best loyalty rate

IRVINE, Calif., October 17, 2011 – Leading global information services company Experian recently released a report regarding automotive brands with the highest loyalty, with Kia Motors America (KMA) landing on top with 47.9 percent. Experian also reported that the Forte compact sedan received the highest loyalty ranking of any vehicle with 67.7 percent, while the popular Soul urban passenger vehicle and Forte Koup two-door landed not far behind with 59.3 percent and 56.4 percent rankings, respectively.

“Our design-led transformation has delivered nine new vehicles in less than three years and we are not only seeing more and more new consumers come into Kia showrooms but also a sharp increase in owners returning and purchasing another Kia vehicle,” said Michael Sprague, vice president, marketing & communications, KMA. “Customers are recognizing Kia vehicles as smart purchases and understand that you don’t have to sacrifice performance or styling in order to get impressive fuel efficiency or the latest technologies at a low starting price. As our residual values continue to outpace the industry, Kia’s value proposition is all the more powerful.”

[Experian Automotive](#) leverages its North American Vehicle Database to track vehicle ownership and purchase activity. This activity drives Experian’s [quarterly industry loyalty](#) studies, which report on loyalty at the corporate, brand and model levels. During the second quarter of 2011, 47.9 percent of the 54,268 Kia owners that returned to the marketplace purchased another Kia vehicle.

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 sedan¹ to its production line in September. Kia's model year 2012 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, 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 lineup is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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¹ Optima Hybrid will not be built at KMMG.