



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

Scott McKee
949.468.4813
smckee@kiausa.com

News Release

Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
shelby.hunt@zenogroup.com

ALL-NEW 2012 KIA RIO SEDAN PRICED UNDER \$13,500

- Like its hatchback sibling, Rio sedan offers class-leading horsepower¹ and fuel economy² for the subcompact segment
- Value-packed 2012 Rio family offers consumers fuel-saving technologies, head-turning style and plethora of standard convenience features

IRVINE, Calif., October 25, 2011 – Kia Motors America, Inc. (KMA) today announced pricing for the all-new 2012 Rio sedan beginning at \$13,400³ MSRP, while the Rio A/T starts at \$14,500⁴. The top-of-the-line SX trim starts at \$17,500⁴ and offers an abundance of upscale features, including standard metal pedals, LED front accents lights, LED taillights, a Supervision™ meter cluster, leather-wrapped steering wheel and shift knob, power-folding outside mirrors, dual illuminated vanity mirrors, and UVO powered by Microsoft®⁵ voice-activated infotainment system with rear camera display⁶.

Available in three trims – LX, EX and SX – the eco-friendly 2012 Rio is available with a 1.6-liter Gasoline Direct Injection (GDI) four-cylinder with the option of either a six-speed manual transmission (LX only) or efficient six-speed automatic. One of only two vehicles in the segment to offer a GDI engine, the 2012 Rio provides an inviting combination of power and fuel efficiency, achieving standard class-leading¹ 138 horsepower while maintaining a standard class-leading² fuel economy rating of 30/40 mpg (city/highway). Rio also is the first non-hybrid or non-luxury vehicle to offer Idle Stop and Go (ISG) technology (available in early 2012), which helps to reduce fuel consumption by turning the engine off when the vehicle is not in motion – such as at a stop light or in traffic – and automatically restarting when the driver releases the brake pedal. Adding to the Rio's earth-friendly theme, 85 percent of the vehicle's materials are recyclable at the end of its lifespan, and the Rio features seat foam material that uses 100-percent biodegradable and non-toxic castor oil, which benefits the environment in several ways, including reduced use of petroleum-based products, and because castor oil comes from plants, this material is generated from a completely renewable source.

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¹ Class-leading horsepower claims based on comparisons to 2011 and available 2012 competitors as of October 2011.

² Class-leading fuel economy claims for highway based on comparisons to 2011 and available 2012 competitors as of October 2011. EPA fuel economy estimates 30 mpg/city and 40 mpg/hwy for 2012 Rio sedan. Actual mileage may vary.

³ 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.

⁴ MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

⁵ Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

⁶ The rear-view backup camera is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

2012 Kia Rio Sedan Pricing

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Like the 2012 Rio 5-door hatchback, the 2012 Rio sedan's exterior design is all new with a hunkered down appearance that conveys sporty athleticism and a youthful persona. The 2012 Rio also comes better equipped than the previous generation, offering standard air conditioning, electric power steering, an AM/FM/CD/MP3 audio system with USB and auxiliary ports, SiriusXM™ satellite radio with three months complimentary service⁷, and a slew of standard safety features, including Electronic Stability Control (ESC), a four-wheel Anti-lock Brake System (ABS), Hill-start Assist Control (HAC) and Vehicle Stability Management (VSM).

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 sedan⁸ 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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7 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.
8 Optima Hybrid will not be built at KMMG.