**KIA MOTORS AMERICA PARTNERS WITH THE ECOLOGY CENTER IN SAN JUAN CAPISTRANO**

***Automaker Becomes a “Visionary” Sponsor of Local Eco-Education Center***

* + Partnership supports awareness and education about clean energy, food and water supply among other environmental issues
  + Kia team members to participate in conservation-themed volunteer projects at the Center

**IRVINE, Calif., September 12, 2013** – Kia Motors America (KMA) today announced a one-year partnership with The Ecology Center, a San Juan Capistrano, Calif.-based non-profit eco-education center dedicated to creating a healthy and abundant future for all of Southern California. As a “Visionary” partner, Kia and The Ecology Center will organize and carry out sustainability-themed learning projects at the KMA campus in Irvine, Calif., and in the surrounding community, and both organizations will work together to plan hands-on conservation and volunteer activities at the Center, with KMA team members providing the manpower to execute each project. The partnership kicked off on Saturday, Sept. 7 at The Ecology Center’s annual “Green Feast,” which this year welcomed more than two-hundred people for a one-of-a-kind farm-to-table dining experience that raises awareness about local sustainably farmed food. Kia was the headlining sponsor at the annual event that raises funds to support eco-educational programs throughout the community.

“Kia understands that a conscious dedication to sustainability is crucial for not only the continued success of our organization, but also the health and happiness of our customers and the communities we call home,” said Michael Sprague, executive vice president, marketing & communications, KMA. “Since its founding, The Ecology Center has grown to be a widely recognized leader for conservation and environmental awareness, and as the Center continues to expand its reach, it is the perfect partner with which Kia can pursue its vision for a greener future.”

“With its ongoing efforts to make the vehicle-production process more eco-friendly, Kia has a reputation for being an environmentally minded company,” said Evan Marks, executive director, The Ecology Center. “Our partnership with Kia means we can catalyze that same thinking on an even broader scope within Kia’s community and better spread the message of sustainability to even more individuals and families in southern California and beyond.”

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**Kia: One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and the lowest cost of ownership in the industry. Kia recently joined the exclusive ranks of Interbrand’s “Top 100 Best Global Brands,” and is poised to continue its momentum with seven all-new or significantly redesigned vehicles scheduled to arrive in showrooms in 2013. Over the past decade Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**About Kia Motors America**

Kia Motors America 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 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced 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](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

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**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

**About The Ecology Center**

The Ecology Center, in San Juan Capistrano, CA, is an exciting regional hub for eco-education whose purpose is to engage the entire family in fun, hands-on activities that teach practical, environmental solutions at the household and community level.  The Ecology Center is founded on the principle that people can make a difference and seeks to inspire and involve people in the stewardship of Southern California's environment. For information on future classes, lectures, workshops, and community events, please visit [TheEcologyCenter.org](http://www.theecologycenter.org/).

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