**KIA MOTORS AMerica ANNOUNCES ORGANIZATIONAL CHANGES**

***Michael Sprague Assumes New Position of Executive Vice President of Sales and Marketing; Adam Perlow Named Vice President of Sales Operations***

**IRVINE, Calif., February 7, 2014** – Kia Motors America (KMA) today announced that effective immediately, Michael Sprague, formerly executive vice president of marketing and communications, has assumed the newly created role of executive vice president of sales and marketing following the departure of executive vice president of sales, Tom Loveless. Under the new organizational structure, Adam Perlow, formerly KMA’s eastern region executive director, has been named vice president of sales operations and will report to Mr. Sprague.

Sprague, who joined KMA in 2008, will serve as the central point of contact for all sales and marketing activities, and as part of the restructuring, retail development will report to him. During his tenure, KMA has successfully launched 16 all-new or significantly redesigned vehicles while also increasing consumer awareness, perception and consideration for the brand through expanded marketing activities, including: Super Bowl advertising, the award-winning hamster marketing campaigns for the Soul urban passenger vehicle, and high-profile sports marketing initiatives including Kia's "Official Automotive Partner" relationships with the NBA and LPGA.

“On behalf of KMA, we thank Tom for his contributions to Kia’s growth in the U.S., and we wish him success in all his future endeavors,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia. “This restructuring is intended to support our long-term strategy and continued growth in the U.S. market.”

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**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900 flagship sedan[[1]](#endnote-1), Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at [www.kia.com](http://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 [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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1. **\* 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.**

   2015 K900 V8 expected Spring 2014. K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#endnote-ref-1)