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News Release

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KIA MOTORS AMERICA ANNOUNCES APRIL SALES

Sales Led by All-New 2011 Sorento CUV as Kia Brand Continues to Rise

IRVINE, Calif., May 3, 2010 – Kia Motors America (KMA) today announced April sales of 30,036 units sold, a 17.3-percent increase over the same period last year. Year-to-date sales are up 12.9-percent with the all-new Sorento CUV topping the list as Kia's best-selling vehicle, continuing its run of impressive sales results since arriving in dealerships in early January. As the brand's first vehicle to be assembled¹ in the U.S., the Sorento posted sales of 8,486 units. Other top-selling models include the recent Insurance Institute for Highway Safety "Top Safety Pick" Forte compact and the highly personalizable Soul, achieving 5,807 and 5,223 units sold, respectively.

"Kia Motors' exceptional sales results in April follow our best first quarter in company history and reflect how consumers are noticing the brand's quality products with unparalleled design like the all-new Sorento," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "With three all-new vehicle models on the horizon this year, including Sportage, Forte five-door and Optima, the company stands to continue its momentum in 2010."

Kia Motors is in the midst of 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. With three new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®2}, an advanced hands-free in-car communication and entertainment system (to be available in select Kia models in the U.S. beginning in summer 2010).

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¹ Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. from U.S. and globally-sourced parts.

² Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

<u>Model</u>	<u>MONTH OF APRIL</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	3,020	3,383	9,598	7,594
Spectra	40	7,165	188	22,170
Forte	5,807	n/a	18,701	n/a
Optima	2,912	2,141	12,178	8,736
Amanti	23	671	120	2,978
Sportage	1,738	2,084	5,002	11,458
Sorento	43	2,410	734	12,846
MY'11 Sorento	8,486	n/a	33,247	n/a
Sedona	1,574	2,488	5,971	15,695
Rondo	685	1,538	2,438	6,841
Borrego	485	498	2,481	1,673
Soul	5,223	3,228	16,074	4,508
Total	30,036	25,606	106,732	94,499

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