



Kia Motors America, Inc. | Alex Fedorak  
111 Peters Canyon Road | 949.468.4813  
Irvine, CA 92606 | Afedorak@kiausa.com  
Kiamedia.com

## News Release

Amy Corsinita  
Zeno Group for Kia Motors America  
949.468.4818  
Amy.Corsinita@zenogroup.com

### **KIA MOTORS AMERICA BREAKS NEW SOUL AD CAMPAIGN AND BRINGS BACK HAMSTERS BY POPULAR DEMAND**

#### ***Game-Changing Kia Halo Vehicle Still Stands Apart From Competition***

- 2010 Soul urban passenger vehicle rolls in clever, hip hop style spot
- Pop culture Hamsters compare Soul's style and creature comforts to other boxy rides

**IRVINE, Calif., May 26, 2010** – Kia Motors America (KMA) today officially released a new advertising campaign, titled "This or That," for the 2010 Kia Soul. "This or That" is the rebirth of the initial Kia Soul award winning advertising campaign created by David&Goliath, KMA's advertising agency of record, and brings back the loveable Hamsters due to popular demand. Soul is a unique and highly personalizable urban passenger vehicle and the new spot builds on its creative theme in the style of a music video set to the classic hip hop track "The Choice is Yours" by notable 90's hip hop group Black Sheep. The new campaign launches today on cable TV networks Comedy Central, Fuse, MTV, MTV2 and Spike and runs through July. Beginning May 28 it will appear in movie theaters across the country as well as have a presence online at Pandora, Facebook, Social Vibe's PetVille, KMA's Kia.com. and a YouTube contest.

"Given the success and popularity of the hamsters in the initial Soul launch with a spot that won Nielsen's Automotive Ad of the Year, it made sense to bring them back for a new campaign," said Michael Sprague, vice president, marketing of KMA. "We know the Soul target audience is digitally savvy and that they viewed the first commercial multiple times online, so the newest experience is rich with details in the hamster world and integrated Soul content for them to discover during repeat viewings."

"Hamstar™" logoed clothing, as seen in the spot, will soon be available for purchase by fans at [www.hamstarclothing.com](http://www.hamstarclothing.com) (check soon for details).

Cruising through an urban landscape behind the wheel of an Alien Green Kia Soul, the hamsters in "This or That" cleverly compare Soul's unique styling and plethora of personalizable creature comforts to other boxy rides – represented by toasters, washing machines and cardboard boxes – while rapping the title song's lyrics, "You can get with this, or you can get with that."

**Kia Motors Breaks New Soul Ad “This or That”**  
**Page 2 of 3**

A recipient of “Best Family Cars for 2010” by Edmunds.com and *Parents Magazine*, “Best Hatchback of 2010” by Cars.com, “2010 Top Cars for Families” by Motherproof.com, and 2010 “Top 10 Coolest New Cars Under \$18,000” from Kelley Blue Book’s kbb.com, Soul is available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, as well as four special editions, including the recently unveiled special-edition Ghost Soul. Other special-edition Soul vehicles include Ignition Soul, Denim Soul and Shadow Dragon Soul. Pricing for the versatile five-door begins under \$14,000<sup>1</sup>.

Soul stands out from the crowd with modern, unique styling aimed toward the young and young-at-heart and offers a unique combination of style, value and personalization options. An available Audio Upgrade Package includes speaker lights that can pulse to the beat of the music or add mood lighting to the interior cabin, enhancing the overall personal lounge feeling. The Soul+ offers funky black cloth seats with “glowing” Soul logo inserts while the Soul! trim comes with a distinctive sand-black interior with houndstooth-patterned inserts, and the Soul *sport* presents a bold red-black interior trim with red-trimmed cloth seats and metal-finish interior accents.

**Kia Motors America 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 four 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<sup>®2</sup> infotainment system (expected to be available in select Kia models in the U.S. beginning in summer 2010<sup>3</sup>). The launch of the all-new 2011 Sorento CUV, the official vehicle of the NBA, further enhances the lineup, and is now in dealerships.

-more-

---

<sup>1</sup> Starting MSRP for base Soul excludes \$695 destination and handling fee, and title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

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

<sup>3</sup> Availability will vary by trim and region.

**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 and recently achieved its best quarter of sales ever. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

# # #