



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

News Release

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

KIA SEDONA NAMED TO EDMUNDS.COM'S "TOP 10 BEST DARK-HORSE CARS OF 2010" LIST

Award-Winning Kia Minivan Honored by Leading Consumer Online Resource

- Edmunds.com bestows yet another honor on a Kia Motors vehicle
- Continued industry accolades reflect increasing consumer satisfaction in Kia's evolving lineup

IRVINE, Calif., June 17, 2010 – Having recently honored Kia Motors America (KMA) by naming the 2010 Kia Forte the Edmunds.com 2010 Consumers' Top Rated^{®1} sedan under \$15,000, the 2010 Kia Sedona minivan now has been named to Edmunds.com's "Top 10 Best Dark-Horse Cars of 2010" list by the well-respected online automotive resource. Sedona is recognized for offering consumers a comfortable ride, impressive crash safety test scores, leading warranty and overall value.

"Sedona has previously been hailed as the 'Safest Minivan Ever Tested' by IIHS and it continues to impress consumer and industry pundits," said Michael Sprague, vice president of marketing, KMA. "We are pleased Edmunds has again honored Kia and our venerable Sedona minivan, and are confident this kind of continuous recognition along with our strong value proposition is further evidence of the brand's continued evolution."

"This hard-working minivan offers all of the features you'll find in popular models for a lot less coin," said Warren Clarke, automotive editor for Edmunds.com.

Edmunds.com constructed the list of vehicles that tend to fly under the radar to present consumers with a number of choices that offer as much, if not more, value and quality as mainstream choices when shopping for a new vehicle.

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¹ Edmunds and Consumers' Top Rated are registered trademarks of Edmunds.com, Inc.

Sedona Named to “Top 10 Best Dark-Horse Cars of 2010” List

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The 2010 Sedona is available in three trims, base, LX and EX. Pricing for the Sedona starts at \$21,245¹, while moving up to the LX trim starts at \$22,245¹, and the EX models begin at \$27,745¹. A segment leader in value and safety features, Sedona, named the "safest minivan ever tested²" by the Insurance Institute for Highway Safety (IIHS), an IIHS “Top Safety Pick” recipient in 2006, 2007, 2008 and 2009 and an eight-time recipient of a five-star crash rating from the NHTSA for each seating position³, offers consumers immense protection provided by a wide range of standard safety features, including six standard airbags (dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags for all three seating rows), active front headrests, a four-channel, four-sensor, Antilock Brake System (ABS) with Electronic Brake-force Distribution (EBD), which takes into account vehicle load and weight distribution and ensures the appropriate stopping force is used.

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^{®4} infotainment system (expected to be available in select Kia models in the U.S. beginning later this year). The launch of the 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled⁵ at Kia’s first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

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. For media information, including photography, visit www.kiamedia.com.

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¹ Starting MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

² Distinction given by IIHS in 2006 with announcement of 2006 “Top Safety Pick.”

³ Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov). Models tested with standard side airbags (SABs).

⁴ Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

⁵ Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. with U.S. and globally sourced parts.