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News Release

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KIA MOTORS AMERICA ANNOUNCES BEST SALES QUARTER EVER

Best-Ever June Sales Led by the 2011 Sorento CUV

IRVINE, Calif., July 1, 2010 – Kia Motors America (KMA) today announced its best sales quarter ever of 93,373 units, bolstered by the company's best June sales ever of 31,906 units, a 12.8-percent increase over the previous June best in 2008. Year-to-date sales of 170,069 are up 15.4-percent, and the 2011 Sorento CUV was KMA's best-selling vehicle for the sixth consecutive month with 8,608 units sold.

"Kia Motors' design-led transformation is attracting new buyers to Kia showrooms, as evidenced by our best-ever first half of the year sales," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Consumers are taking notice of the eye-catching design and long list of comfort, convenience and technology features found in our new generation vehicles, including the Sorento, Soul and Forte, and our aggressive launch schedule will continue with the arrival of the all-new Sportage this summer followed just a few months later by the all-new Optima."

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 build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®1}, an advanced hands-free in-car communication and entertainment system (expected to be available in select Kia models in the U.S. later this year).

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¹ 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 700 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 JUNE</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	1,803	2,468	13,735	11,742
Spectra	16	6,931	231	36,997
Forte	7,467	258	33,467	268
Optima	1,055	3,645	15,627	14,703
Amanti	23	169	187	3,371
Sportage	1,448	6,267	8,743	22,134
Sorento	7	1,189	764	15,736
MY'11 Sorento	8,608	n/a	50,021	n/a
Sedona	3,003	1,788	10,012	19,420
Rondo	196	891	3,008	9,262
Borrego	1,851	428	4,737	2,597
Soul	6,429	2,811	28,637	11,174
Total	31,906	26,845	170,069	147,404

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