



**KIA MOTORS**

*The Power to Surprise®*

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## News Release

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### **KIA MOTORS AMERICA ANNOUNCES RECORD JULY SALES**

#### ***Second Best Month Ever Led by the 2011 Sorento CUV***

**IRVINE, Calif., Aug. 3, 2010** – Kia Motors America (KMA) today announced record July sales of 35,419 units, a 20.7-percent increase from July 2009 with year-to-date sales of 205,488 up 16.3-percent. The 2011 Sorento CUV was the brand's best-selling vehicle for the seventh consecutive month. Soul sales increased 24.7 percent from June and are up 65.3 percent from last July.

“To achieve our second best monthly sales ever following the completion of our highest first half sales is evidence of the impact our new, design-led products are having on the Kia brand,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “While Sorento has been nothing short of a sales superstar for the Kia brand, leading each month since its launch in January, the all-new 2011 Sportage CUV is arriving in dealer showrooms now and will continue our sales growth through the summer and fall and there are more new vehicles coming in the near future.”

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<sup>®1</sup>, 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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<sup>1</sup> 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

<b><u>Model</u></b>	<b><u>MONTH OF JULY</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2010</b>	<b>2009</b>	<b>2010</b>	<b>2009</b>
Rio	3,432	1,719	17,167	13,461
Spectra	16	5,616	247	42,613
Forte	6,885	3,631	40,352	3,899
Optima	1,857	2,680	17,484	17,383
Amanti	22	57	209	3,428
Sportage	1,734	7,266	10,477	29,400
Sorento	7	802	771	16,538
MY'11 Sorento	9,003	n/a	59,024	n/a
Sedona	2,400	1,654	13,312	21,074
Rondo	174	557	3,182	9,819
Borrego	1,869	510	6,606	3,107
Soul	8,020	4,853	36,657	16,027
<b>Total</b>	<b>35,419</b>	<b>29,345</b>	<b>205,488</b>	<b>176,749</b>

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