



KIA MOTORS

The Power to Surprise®

Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

News Release

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

KIA MOTORS AMERICA ANNOUNCES AUGUST SALES

Sales Up 9.7 Percent Year To Date

IRVINE, Calif., Sept. 1, 2010 – Kia Motors America (KMA) today announced August sales of 32,465 units, with year-to-date sales of 237,953 up 9.7-percent year to date. The 2011 Sorento CUV was the brand's best-selling vehicle for the eighth consecutive month, and Kia's growing stable of next generation products – Soul, Forte, Forte Koup, Sorento and the 2011 Sportage – accounted for 76.5 percent of the monthly sales volume.

“Our design-led evolution is delivering new vehicles that have elevated the brand with world-class styling and the latest in technology and convenience features and transformed the Kia retail showrooms,” said Tom Loveless, vice president, sales, KMA. “The most aggressive new product introduction cycle in the industry continues with the ongoing introduction of the all-new Sportage, which will be closely followed in the next few months by the arrivals of the functional 2011 Forte 5-door and the highly anticipated 2011 Optima midsize sedan.”

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.

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Kia August 2010 Sales
Page 2 of 2

<u>Model</u>	<u>MONTH OF AUGUST</u>		<u>YEAR-TO-DATE</u>	
	2010	2009	2010	2009
Rio	2,086	6,961	19,253	20,422
Spectra	12	3,619	259	46,232
Forte	6,260	4,049	46,612	7,948
Optima	1,714	7,461	19,198	24,844
Amanti	17	81	226	3,509
Sportage	893	7,558	11,370	36,958
MY'11 Sportage	2,529	n/a	2,529	n/a
Sorento	2	1,121	773	17,659
MY'11 Sorento	9,038	n/a	68,062	n/a
Sedona	2,199	1,346	15,511	22,420
Rondo	94	1,259	3,276	11,078
Borrego	600	992	7,206	4,099
Soul	7,021	5,751	43,678	21,778
Total	32,465	40,198	237,953	216,947

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