



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 RECORD OCTOBER SALES

Year-To-Date Sales Up 14.6 Percent; 2011 Sorento Eclipses 85,000 Units Sold Mark

IRVINE, Calif., November 2, 2010 – Following the recently completed best sales quarter in company history, Kia Motors America (KMA) today announced sales of 31,199 vehicles in October, a 38.7-percent increase over the same period last year and an all-time sales record for the month of October. KMA's year-to-date sales are up 14.6 percent over 2009, and the company is well positioned to achieve its 16th consecutive year of market share growth. The October sales record is KMA's third in the past four months – and seventh overall in 2010.

KMA's sales were led for the tenth consecutive month by the 2011 Sorento, whose sales of 10,609 units helped the CUV surpass the 85,000 unit mark. Together, the vehicles resulting from Kia's design-led transformation – the 2010 Soul, Forte and Forte Koup; and the 2011 Sorento and Sportage – accounted for 80.4 percent of the monthly sales volume.

“KMA has achieved new quarterly sales records in each of the first three quarters this year, and the strong start to the fourth quarter is an indicator that our brand's tremendous momentum and growth will continue through the end of the year,” said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). “Demand for Kia's first U.S.-built¹ vehicle, the Sorento CUV, remains extremely high, while the popularity of the all-new 2011 Sportage has outpaced supply since arriving in dealerships a few months ago, and the upcoming arrivals of the highly anticipated all-new 2011 Optima and sporty 2011 Forte 5-door will further our ongoing brand transformation.”

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¹ The 2011 Sorento is assembled at the Kia U.S. plant (Kia Motors Manufacturing Georgia, Inc.) with U.S. and globally sourced parts.

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 725 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 OCTOBER</u> | | <u>YEAR-TO-DATE</u> | |
|---------------------|--------------------------------|---------------|----------------------------|----------------|
| | 2010 | 2009 | 2010 | 2009 |
| Rio | 1,818 | 4,005 | 22,709 | 27,238 |
| Spectra | 3 | 266 | 268 | 46,960 |
| Forte | 5,754 | 4,984 | 57,482 | 17,381 |
| Optima | 1,630 | 3,075 | 22,852 | 33,905 |
| Amanti | 11 | 51 | 251 | 3,607 |
| Sportage | 108 | 1,146 | 11,674 | 40,042 |
| MY'11 Sportage | 2,569 | n/a | 7,790 | n/a |
| Sorento | 2 | 1,154 | 778 | 19,667 |
| MY'11 Sorento | 10,609 | n/a | 88,783 | n/a |
| Sedona | 1,655 | 1,013 | 18,872 | 24,730 |
| Rondo | 68 | 814 | 3,455 | 12,545 |
| Borrego | 835 | 3,919 | 9,148 | 8,685 |
| Soul | 6,137 | 2,063 | 55,161 | 26,300 |
| Total | 31,199 | 22,490 | 299,223 | 261,060 |

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