



Kia Motors America, Inc.
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News Release

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KIA MOTORS AMERICA ANNOUNCES RECORD NOVEMBER SALES

Kia Surpasses All-Time Best U.S. Annual Sales Total in Just 11 Months

IRVINE, Calif., December 1, 2010 – Kia Motors America (KMA) today announced record November sales of 26,601 vehicles, a 48.2-percent increase over the same period last year and the company's eighth monthly sales record this year. With one month remaining in 2010, KMA's sales are up 16.8 percent over 2009 and Kia has already exceeded its previous full-year sales record set in 2007.

KMA's sales were led in November by the U.S.-built¹ 2011 Sorento with sales of 9,618 units. Sorento has been Kia's best-selling vehicle each month since going on sale in January, and together with the brand's stable of other recently introduced vehicles – the Soul, Forte and Forte Koup, and the Sorento, Sportage and all-new Optima – accounted for 84.3 percent of the monthly sales volume.

"Surpassing our previous best annual U.S. sales mark in just 11 months is the ultimate proof of the dramatic impact Kia's design-led transformation is having on the brand in terms of increased consumer awareness and consideration of Kia," said Byung Mo Ahn, group president and CEO of KMA and Kia Motors Manufacturing Georgia (KMMG). "Our transformation continues with the all-new 2011 Optima now arriving in showrooms, to be followed in the coming months by the introduction of our first turbocharged and hybrid vehicles in the U.S."

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."

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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.

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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.

Model	MONTH OF NOVEMBER		YEAR-TO-DATE	
	2010	2009	2010	2009
Rio	966	3,496	23,675	30,734
Spectra	3	89	271	47,049
Forte	5,324	4,044	62,806	21,425
Optima	1,289	1,644	24,141	35,549
MY '11 Optima	135	n/a	135	n/a
Amanti	29	35	280	3,642
Sportage	69	1,340	11,743	41,382
MY'11 Sportage	1,780	n/a	9,570	n/a
Sorento	3	1,657	781	21,324
MY'11 Sorento	9,618	n/a	98,401	n/a
Sedona	1,279	1,895	20,151	26,625
Rondo	69	425	3,524	12,970
Borrego	455	825	9,603	9,510
Soul	5,582	2,505	60,743	28,805
Total	26,601	17,955	325,824	279,015

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