



The Power to Surprise®

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News Release

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**2011 KIA OPTIMA NAMED “TOP SAFETY PICK” BY INSURANCE INSTITUTE
FOR HIGHWAY SAFETY**

All-New Midsize Sedan Receives Highest Recognition from IIHS

- Optima receives top ratings for front, side, rollover, and rear impact protection
- Stunning midsize sedan becomes fifth new-generation Kia vehicle to be named “Top Safety Pick”

IRVINE, Calif., December 22, 2010 – Building on the momentum of Kia’s growing lineup of new generation vehicles, the all-new 2011 Kia Optima midsize sedan has received the highest possible crash safety rating of “Good” in all four tests conducted by the Insurance Institute for Highway Safety (IIHS) and has been recognized as a “Top Safety Pick,” the top award handed down by the organization.

“We are honored that the all-new 2011 Optima has earned the IIHS ‘Top Safety Pick’, joining five other Kia products and underlining the brand’s dedication to the highest levels of vehicle safety and quality,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “Kia’s design-led transformation has been delivering stylish new vehicles that combine outstanding performance and innovative technologies and convenience features with a long list of standard safety equipment, and the highly anticipated Optima will further increase consumer awareness and consideration of Kia and attract new customers to the brand.”

Arriving in showrooms now, the 2011 Optima joins five Kia products that were previously named Top Safety Picks including the 2010 Soul urban passenger vehicle, 2010 Forte compact sedan, 2011 Sorento compact crossover utility vehicle (CUV), 2011 Sportage CUV, and Sedona minivan. The Sedona was the first Kia vehicle to receive the IIHS “Top Safety Pick,” along with the “Safest Minivan Ever Tested” distinction in 2006, 2007, 2008 and 2009.

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2011 Kia Optima Recognized as “Top Safety Pick” by IIHS

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Ratings from the Institute are based on results from front, side and rear impact crash tests, as well as a new-for-2010 roof strength test to measure occupant protection in the event of a rollover. Each vehicle’s overall evaluation was based on various measurements specific to each crash angle and overall impact on crash test dummies inside the vehicle at the time of collision. All vehicles must offer Electronic Stability Control (ESC) to be eligible.

The 2011 Optima comes equipped with a high level of standard safety features, as is the rest of the Kia line-up. This includes six airbags¹ (dual advanced front and front-seat mounted side as well as full-length side curtain), front active headrests, side-impact door beams, height-adjustable front seatbelts with pre-tensioners, three-point seatbelts for all seating positions, Lower Anchors and Tethers for Children (LATCH) and a Tire Pressure Monitoring System (TPMS). Four-wheel antilock brakes (ABS), ESC, a Traction Control System (TCS), a Brake Assist System (BAS) and Hill Assist Control (HAC) also are standard.

Available in three trims, LX, EX and SX, the 2011 Optima offers a wide array of convenience and luxury as well as impressive technology features like UVO powered by Microsoft^{®2}, an advanced in-car communications and entertainment system with rear-view camera³, AM/FM/CD/MP3/Sat audio system with SIRIUS[®] Satellite Radio capabilities and three months complimentary service⁴, auxiliary and USB audio input jacks and available with three all-new and fuel-efficient engines, a 2.4-liter GDI four-cylinder, a 2.0-liter GDI turbo or a 2.4-liter hybrid (available early next year). Pricing for the stylish and performance-oriented midsize sedan begins at \$18,995⁵.

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1 For maximum protection, always wear your seat belt.

2 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

3 The rear-view camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up. The rear-view camera may not detect every object behind the vehicle

4 SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. SIRIUS Radio requires a subscription, sold separately after 3-month trial subscription included with vehicle purchase. Prices and programming are provided by SIRIUS and are subject to change. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS Radio U.S. service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and Puerto Rico (with coverage limitations).

5 Starting price is manufacturer’s suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$695 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

Design-Led Transformation and Product Line

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. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technology such as the soon-to-come UVO powered by Microsoft® in-car hands-free entertainment system. The launches of the 2011 Sorento CUV, the first vehicle to be assembled* at Kia’s first U.S.-based manufacturing facility in West Point, Georgia, the dynamic 2011 Sportage compact CUV, sophisticated 2011 Optima midsize sedan and versatile Forte 5-door hatchback further enhance the lineup.

Kia’s model year 2011 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, Rio sub-compact sedan, Rio5 sub-compact hatchback and Sedona minivan.

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 and recently achieved its best quarter of sales ever in 2010. 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 vehicles assembled at the Kia U.S. plant are assembled from U.S. and globally-sourced parts.