



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

News Release

Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
Shelby.hunt@zenogroup.com

2011 KIA OPTIMA NAMED ONE OF “TOP 10 CARS TO LOOK FORWARD TO IN 2011” BY CARSDIRECT.COM

Leading Online Car Buying Service Praises the Distinguished Design of Kia’s All-New Midsize Sedan

- All-new Optima recognized for balance of sporty handling and compliant ride quality
- Applauded for being well-equipped and a stand-out among other sedans

IRVINE, Calif, February 11, 2011 – The all-new 2011 Kia Optima has been collecting notable awards and accolades since arriving at Kia retailers in December, including being named one of the “Top 10 Cars To Look Forward To in 2011” by CarsDirect.com. In addition to the CarsDirect.com designation, the new Optima recently has been hailed as “Best New Model” by *Kiplinger’s Personal Finance*, “Best of 2011” by Cars.com and a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS). Kia Motors’ latest vehicle in a growing stable of new and recently introduced vehicles seamlessly blends dynamic styling and high-end technology and safety features with class-leading horsepower and fuel efficiency.

CarsDirect.com editors stated the Optima is poised to overthrow the mainstays of the midsize class, and it has just what it takes to succeed. The editors also noted that Optima achieves an excellent balance of sporty handling and compliant ride quality.

“Optima’s latest recognition as ‘One of the Top 10 Cars to Look Forward to in 2011’ by CarsDirect.com is a tribute to its stunning design, fun-to-drive performance and tremendous value,” said Michael Sprague, vice president, marketing & communications, Kia Motors America (KMA). “The all-new Optima adds world-class style and emotion to our award-winning vehicle line and is now available in retail showrooms nationwide.”

About the 2011 Kia Optima

Kia Motors' stylish midsize sedan advances the brand's design-led transformation with completely new and stunning design characteristics, highlighted by a dynamic and streamlined profile that conveys elegance and athletic confidence from every angle. The all-new Optima's three new powertrains – including the brand's first-ever turbo and hybrid engines (available later this year) in the U.S. – deliver a class leading combination of power¹ and fuel economy² while the sedan's spacious cabin is outfitted with the latest technology features and luxury amenities. A recent Insurance Institute for Highway Safety (IIHS) “Top Safety Pick,” the 2011 Optima is available in three trims, LX, EX and SX³, with a starting MSRP of \$18,995⁴.

The 2011 Optima has earned numerous awards and accolades including a *Consumer Guide* Automotive “Best Buy” designation and Edmunds' *InsideLine.com* “Editors' Most WantedSM” Award. The 2011 Optima also had the highest increase in car shopper consideration following the Los Angeles Auto Show according to Edmunds.com.

2011 Kia Motors America Product Line

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 730 dealers throughout the United States and serves as the “Official Automotive Partner of the NBA.” In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased 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 technologies.

-more-

1 Class claim based on comparison of 2010 and available 2011 midsize sedans with standard 4-cylinder engine as of December 2010. Max HP for non-turbo 2.4L GDI engine is 200 hp @ 6,300 rpm; max HP for Super Ultra Low Emission Vehicle (SULEV) 2.4L GDI engine -- the only non-turbo engine available in CA, CT, ME, MD, MA, NJ, NM, NY, OR, PA, RI, VT and WA -- is 192 hp @ 6,300 rpm. Max HP for 2.0L Turbo GDI engine is 274 hp @ 6,000 rpm. Turbo engine available only on EX Turbo and SX.

2With LX manual transmission. MPG class claim based on comparison as of December 2010 of 2010 and available 2011 EPA city/hwy mpg estimates for midsize sedans with I4, nonhybrid engines. EPA estimates for 2011 Kia Optima LX 2.4L GDI engine w/MT are 24 mpg/city and 35 mpg/hwy; for LX 2.4L GDI engine with A/T, 24 mpg/city and 34 mpg/hwy; for 2.0L Turbo GDI engine 22 mpg/city and 34 mpg/hwy. Actual mileage may vary.

3 SX model will be available later this year.

4 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.

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.

About CarsDirect.com

CarsDirect.com is the leading multi-brand online car buying service, providing new and pre-owned automobiles and related products and services. As the pioneer of the direct online car buying model, CarsDirect.com has become the natural choice for consumers who demand objectivity, selection and upfront pricing, and for dealers who want to leverage the Internet for cost-effective incremental sales and revenue.

#