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News Release

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KIA MOTORS SHOWCASES COMPREHENSIVE LINE-UP OF FUEL-EFFICIENT AND TECHNOLOGY-LADEN VEHICLES AT 2012 GREATER KANSAS CITY INTERNATIONAL AUTO SHOW

Fast Growing Automaker's Range of Cars and CUVs Offer World-Class Design and Modern Amenities

- 2012 Kia Soul, Optima, Optima Hybrid and Rio 5-Door available for test drives
- Kansas City area residents can experience Kia's vehicles in a whole new way with interactive displays

Kansas City, MO March 9, 2012 – Kia Motors America (KMA) arrives at the 2012 Greater Kansas City International Auto Show with a diverse line of stylish and fuel-efficient vehicles that have won consumer and critical acclaim. Kia has undergone a design-led transformation which has delivered award-winning products such as the Optima and Optima Hybrid sedans, the popular Soul and the all-new value-packed Rio 5-door that have been recognized for the outstanding safety and value. These vehicles and more will be on display for Kansas City show goers, and Kia is offering a chance to get behind the wheel as part of the "Experience the New Standard" program and interactive display.

"Kia has introduced more new products over the past three years than any other automaker and we are experiencing unprecedented growth with more and more people looking at Kia for the first time," said Michael Sprague, vice president of marketing & communications, KMA. "Greater Kansas City International Auto Show provides the perfect venue for local residents to learn about Kia's new and recently introduced vehicles, including the all-new 2012 Rio subcompacts which achieve 40 miles per gallon while offering class-leading horsepower¹, cutting-edge technology and a long list of standard safety features at a tremendous value."

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1 EPA claim for highway mileage for 2012 Rio. Class-leading MPG and horsepower claims based on comparisons to 2011 and available 2012 sub-compacts as of November 2011 and available 2011 EPA city/hwy mpg claims for sub-compact competitors. Actual mileage may vary.

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Performance-Oriented 2012 Optima

The 2012 Kia Optima – available in LX, EX and SX trims – stands apart from the crowd with its head-turning design, fun-to-drive performance, modern amenities and long list of standard safety features. Kia's second U.S.-built^{□*} vehicle offers drivers cutting-edge technologies, including a standard eight-speaker Infinity^{®2} audio system, HD Radio^{™3}, and Kia's UVO powered by Microsoft^{®4} voice-activated infotainment and communications system, and offers two fuel-efficient and powerful Theta II powerplants featuring gasoline direct injection (GDI), including a 2.4-liter GDI four-cylinder or a 2.0-liter GDI turbo engine. The 2012 Optima offers a starting MSRP of \$19,500⁵.

Fuel-Sipping 2012 Rio

Available in three trims – LX, EX and SX – the eco-friendly 2012 Rio is available with a 1.6-liter Gasoline Direct Injection (GDI) four-cylinder with the option of either a six-speed manual transmission (LX only) or efficient six-speed automatic. One of only two vehicles in the segment to offer a GDI engine, the 2012 Rio provides an inviting combination of power and fuel efficiency, achieving standard class-leading 138 horsepower⁶ while maintaining a standard class-leading fuel economy rating of 30/40 mpg (city/highway)⁷. Rio also is the first non-hybrid or non-luxury vehicle to offer Idle Stop and Go (ISG) technology (available later this winter), which helps to reduce fuel consumption by turning the engine off when the vehicle is not in motion – such as at a stop light or in traffic – and automatically restarting when the driver releases the brake pedal. The 2012 Rio also comes better equipped than the previous generation, offering standard air conditioning, electric power steering, an AM/FM/CD/MP3 audio system with USB and auxiliary ports, SiriusXM[™] satellite radio with three months complimentary service⁸.

Playful and Refreshed 2012 Soul

Refreshed for the 2012 model year, the Kia Soul has been fine-tuned with a significant number of technological, powertrain and style enhancements. The 2012 Soul – available in Soul, + (plus) and ! (exclaim) trims – delivers class-leading horsepower⁹ and significantly improved fuel efficiency of up to 35 miles per gallon (mpg)¹⁰ on the highway. Kia Motors' iconic hatchback remains a class-leading value¹¹ with the lowest starting price of its competitive set at \$13,900 MSRP⁵. Later this model year, Soul will be the first among its competitors to offer the fuel-saving ISG (available in early 2012), which turns off the engine when the vehicle is not in motion, such as at a stop light or in traffic.

□* **Assembled in the United States from U.S. and globally sourced parts. Optima Hybrid will not be built at KMMG.**

2 Infinity[®] is a registered trademark of Harman International Industries, Incorporated.

3 HD Radio[™] and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

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

5 Starting prices are manufacturer's suggested retail price (MSRP), MSRP excludes \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

6 Class-leading horsepower claims based on comparisons to 2011 and available 2012 competitors as of November 2011.

7 Class-leading fuel economy claims based on comparisons to 2011 and available 2012 competitors as of November 2011.

8 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

9 Class-leading horsepower claims based on comparisons to 2011 and available 2012 competitors as of November 2011.

10 EPA claim for highway mileage for 2012 Soul. Actual mileage may vary.

11 Class-leading based on comparisons to 2011 and 2012 competitors as of November 2011.

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Safety-Minded

The 2012 Optima, Rio 5-door and Soul are equipped with a high level of standard safety features, as is the rest of the Kia line-up. This includes six airbags (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), Electronic Stability Control (ESC) and Hill Assist Control (HAC) also are standard.

Competitive Warranty

KMA's warranty program¹² offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

Design-Led Transformation and Product Line

Kia Motors has undergone 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 brand growth through design innovation, quality, value, safety features and new technology. Kia's commitment to the U.S. market is represented by its U.S.-based manufacturing facilities in West Point, Georgia – KMMG – which is responsible for the creation of more than 10,000 plant and supplier jobs and added the critically-acclaimed Optima midsize sedan¹³ to its production line in September. Kia's model year 2012 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts 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 745 dealers throughout the United States. In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S.

¹² See retailer or go to kia.com for warranty details.

¹³ Optima Hybrid will not be built at KMMG.

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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.

Information about Kia Motors America and its full vehicle lineup is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com.