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News Release

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2010 KIA SOUL RECOGNIZED ON “COOLEST NEW CARS UNDER \$18,000”

LIST BY KELLEY BLUE BOOK’S KBB.COM

Urban Passenger Vehicle Lauded for Personality, Versatility and Technology

- **All-new Kia Soul delivers style with amenities and a playful spirit**
- **Coolness factor noted in vehicle purchase criteria**

IRVINE, Calif., June 23, 2009 – Kia Motors America (KMA) today announced the all-new 2010 Soul urban passenger vehicle was named to the 2009 Top 10 Coolest New Cars Under \$18,000 list by Kelley Blue Book’s kbb.com, the leading provider of new car and used car information. The Soul joined Kia Motors’ ever-expanding lineup in March and was lauded for being a cool, affordable ride with a growing emphasis on personality, versatility and technology.

“Soul’s personality really has made an impact with consumers and the media, who are realizing you don’t have to spend a lot of money to make a statement,” said Michael Sprague, vice president of marketing, KMA. “We are pleased that Soul is being recognized for its playfulness and versatility but also that it is appreciated for its economical attributes that affect real world purchase decisions.”

Kelley Blue Book’s kbb.com editors selected the latest list of Top 10 Coolest New Cars Under \$18,000 using the same set of criteria that many consumers use in examining this category: safety, fuel economy, interior size, comfort, technology, the vehicle’s fun-to-drive-factor, as well as the decidedly subjective “cool” factor. The editors compiled the list of qualifying vehicles using Kelley Blue Book’s New Car Blue Book Values, which reflect real-world transaction prices and provide a more useful comparison point than Manufacturer’s Suggested Retail Price (MSRP).

On Kelley Blue Book’s kbb.com Web site, editors state, “You don’t have to drop the big bucks to get a car with kickin’ style and all the techie gadgets required to get by in the world today. Every Kia Soul comes with standout styling, Bluetooth phone connectivity, an auxiliary audio input and iPod integration. But the pulsing speaker lights are the first things you’ll show your friends.”

Kia Soul Recognized on list of Coolest New Cars Under \$18,000

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Also a recipient of the 2009 “Best Value” award by the Texas Auto Writers Association (TAWA) and the “Grooviest Interior” award from *Ward’s AutoWorld*, Soul is available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*. Pricing for the versatile five door begins at \$13,300¹ for the base trim, while Soul+ starts at \$14,950. Moving up to the Soul! offers a price beginning at \$16,950 and the Soul *sport*, designed for those with active lifestyles, starts at \$16,950 and tops out at \$18,600.

Soul stands out from the crowd with modern, unique styling aimed toward the young and young-at-heart and offers a unique combination of style, value and personalization options. An available Audio Upgrade Package includes speaker lights that can pulse to the beat of the music or add mood lighting to the interior cabin, enhancing the overall personal lounge feeling. The Soul+ offers funky black cloth seats with “glowing” Soul logo inserts while the Soul! trim comes with a distinctive sand-black interior with houndstooth-patterned inserts, and the Soul *sport* presents a bold red-black interior trim with red-trimmed cloth seats and metal-finish interior accents.

For more information about the 2009 Top 10 Coolest New Cars Under \$18,000 by Kelley Blue Book’s kbb.com, visit www.kbb.com/coolcars2009.

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 630 dealers throughout the United States. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. For media information, including photography, visit www.kiamedia.com.

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¹ Starting at MSRPs excludes freight, title, taxes, license, options and dealer charges. Actual prices set by dealer.