



Kia Motors America, Inc. | Alex Fedorak
111 Peters Canyon Road | 949.468.4813
Irvine, CA 92606 | Afedorak@kiausa.com
Kiamedia.com

News Release

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

KIA SOUL GIVEN “2010 AUTOMOTIVE EXCELLENCE AWARD” BY POPULAR MECHANICS

Prestigious Publication Recognizes All-New Kia Five-Passenger Hatchback

- Soul honored for smart pricing, extensive standard features and impressive fuel economy
- Kia five-door one of only 10 vehicles acknowledged on 2010 list

IRVINE, Calif., October 28, 2009 – Already a recipient of numerous accolades including a “Top Safety Pick” by the Insurance Institute for Highway Safety, being named to the “Coolest New Cars Under \$18,000” list by Kelley Blue Book’s kbb.com and “Interior of the Year” list by *Ward’s AutoWorld*, the all-new 2010 Kia Soul has yet again been honored and given a “2010 Automotive Excellence Award” by *Popular Mechanics*. Recognized for its appealing style, fuel efficiency, handling and overall value, Soul is one of only 10 vehicles to be acknowledged on the esteemed list.

"Soul has been a game changer for the Kia brand, bringing new consumers to showrooms with its style, value and personalization options as well as paving the way for vehicles like the Forte, Forte Koup and the all-new Sorento CUV," said Michael Sprague, vice president, marketing of Kia Motors America (KMA). "*Popular Mechanics* is a well-respected publication and to achieve this accolade from them is both a testament to the Kia brand and the all-new Soul urban passenger vehicle."

To compile the annual list, *Popular Mechanics*' automotive department editors test drove, evaluated and rated new cars and trucks to determine which vehicles and technologies were the most significant, singling out the top 10 in the industry.

With a starting price below \$14,000¹, Soul is available in four trims, Soul, Soul+, Soul! (exclaim) and Soul sport. Kia Motors’ newest five-door offers consumers an immense amount of style and value, equipped with such driver-friendly standard convenience features as an AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities and three months complimentary service², and USB and auxiliary input jacks in the center console with full iPod^{®3} and MP3 controllability via the audio head unit and steering wheel controls (achieved with an optional accessory iPod cable). Soul also offers an optional Audio Upgrade Package that includes a center speaker, subwoofer, external amplifier and speaker lights that pulse to the beat of the music to truly enhance the personal lounge atmosphere.

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the all-new 2011 Sorento CUV arrives in showrooms in January 2010.

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 650 dealers throughout the United States. For 2008, KMA recorded its 14th 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.”

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.

#

¹ Price shown for base model and does not include destination charge of \$695.

² Customers must renew SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary subscription not available in Canada, AK, or HI. For full terms and conditions, visit sirius.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

³ Accessory cable required for iPod[®] mobile digital device. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.