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## News Release

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### **KIA SOUL NAMED TO TIME.COM'S "MOST EXCITING CARS OF 2010" LIST**

#### ***Kia's Affordable Halo Vehicle Honored by Prestigious Web Site***

- Soul recognized for eye-catching style, spacious interior and low price point
- Kia's newest five-door offers consumers entire package with safety features, value, style and options

**IRVINE, Calif., August 31, 2009** – Kia Motors America (KMA) today announced the all-new 2010 Kia Soul was named to the "Most Exciting Cars of 2010" list by TIME.com, the online edition of *TIME* magazine. A recent addition to the expanding Kia lineup, Soul's head-turning style was modeled under the brand's current design evolution and offers consumers an attractive vehicle with myriad personalization options as well as numerous standard comfort and safety features. Also a recent recipient of a "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS) and named to the "Top 10 Back-to-School Cars" by Kelley Blue Book's kbb.com, Soul was recognized by TIME.com for its roomy interior, large cargo volume, standard convenience features and impressive value.

"Being recognized by TIME.com is further proof that the Kia Motors brand hit a home run with the Soul and we are confident we are on the right track with vehicles including the Forte compact sedan, Forte Koup two-door and upcoming Sorento CUV," said Michael Sprague, vice president, marketing of Kia Motors America (KMA). "Consumers are looking for vehicles that offer an unbeatable combination of style, fuel efficiency, technology, convenience and safety features, and Soul offers the complete package in addition to the ability to personalize and emotionally connect with your vehicle."

## 2010 Kia Soul Named to “Most Exciting Cars of 2010” by TIME.com

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With a starting price below \$14,000<sup>1</sup>, 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 service<sup>2</sup>, and USB and auxiliary input jacks in the center console with full iPod<sup>®3</sup> 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.

### **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. 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

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

<sup>2</sup> 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](http://sirius.com). SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

<sup>3</sup> Accessory cable required for iPod<sup>®</sup> mobile digital device. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.