

Kia Sportage earns five-star crash safety rating from U.S. government

- Five-Star crash safety rating for entry SUV in frontal and side impact crash tests

(SEOUL) **December 5, 2006** -- The 2007 Kia Sportage earned a five-star crash safety rating, the highest possible, for all seating positions in the latest frontal and side impact crash tests conducted by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA).

"Having Sportage join Sedona ('Carnival' in some markets) and Optima ('Magentis' in some markets) this year in receiving five-star crash safety ratings from NHTSA is another big feather in our cap," said Len Hunt, executive vice president and COO of Kia Motors America. "This is further proof of Kia's commitment to building high quality vehicles with unprecedented levels of standard safety and convenience features."

With its rugged, sporty styling, the Sportage was designed with the young-at-heart in mind but also appeals to value-minded consumers with its array of standard features. Sportage follows the Kia tradition of placing a heavy emphasis on safety and is equipped with six standard airbags (two advanced front airbags, two front-seat-mounted side airbags and two full-length side-curtain airbags), a four-wheel Anti-Lock Disc Braking System (ABS), a Traction Control System (TCS) and Electronic Stability Control (ECS).

Sportage combines exceptional value with the highest level of standard features and equipment. Available in two trim levels, the LX can be equipped with either a 2.0-liter four-cylinder engine or 2.7-liter V6 while the EX is equipped with a standard V6. All Sportage models feature rear privacy glass, power windows, power mirrors, a roof rack, an AM/FM/CD stereo system with six speakers and 16-inch alloy wheels. Cruise control comes as standard equipment on all V6 models. A Sport Package is available for LX V6 models. A Luxury Package is offered for EX models only. A full-time, electronic-control on-demand four-wheel-drive system as well as a Tire Pressure Monitoring System (TPMS) are other options available for both trims.

Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

Editor's note: Specifications and standard equipment may vary depending on country/region.

Kia Motors Corporation (www.kiamotors.com or www.kia.com) -- one of the fastest growing automakers in the world -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 14 manufacturing and assembly operations in 9 countries produce more than 1.3 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 160

countries. Kia today has over 32,500 employees and annual revenues of almost \$16 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. From 2007 to 2014, Kia will be an official automotive partner of FIFA -- the governing body of the FIFA World Cup. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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