

Kia Motors America teams with NBA franchises and TV networks in major basketball marketing initiative

- Automaker establishes presence in 14 NBA markets, including partnerships with nine teams

(SEOUL) December 11, 2006 -- Kia Motors America has announced a multi-tiered marketing program that includes sponsorships of nine NBA teams – including the 2006 NBA Champion Miami HEAT – and partnerships with five local-market broadcast stations that carry NBA basketball. The basketball program represents Kia’s largest sports marketing effort to date in the U.S., and is the company’s first-ever direct involvement with franchises from one of the four major sports leagues in America.

Kia has been named an “Official Partner” of the Atlanta Hawks, Boston Celtics, Miami HEAT, New York Knicks and Seattle SuperSonics, and will serve as a “Proud Partner” to the Orlando Magic, Philadelphia 76ers and Phoenix Suns. Kia also is an advertising partner of the Chicago Bulls.

In addition to its NBA franchise partnerships, Kia also has formed media partnerships with local broadcast carriers of five NBA teams, including FSN regional sports networks in Cleveland, Dallas, Houston and Los Angeles, and Comcast SportsNet in Washington, D.C. Furthering its involvement with professional basketball, Kia is in its third year of sponsorship of ESPN’s pre-game show, “Kia NBA Shootaround.”

“This marketing initiative firmly establishes Kia as a leader in terms of professional basketball involvement with a foothold in nearly half of the NBA’s markets,” said Len Hunt, executive vice president and COO of Kia Motors America. “These team and media arrangements provide an opportunity for one-on-one interaction with consumers linked to one of their passions, and allows for ongoing involvement with our dealers in their local markets.”

The basketball program is the latest high-profile sports affiliation for Kia Motors globally. Kia is currently the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup, and from 2007 to 2014 will be an official automotive partner of FIFA, the governing body of the FIFA World Cup.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information visit www.kiamedia.com.

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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