

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

- Five-star crash safety rating for midsize Kia SUV in frontal and side impact crash tests

(SEOUL) December 20, 2006 -- The 2007 Kia Sorento earned a five-star crash safety rating, the highest rating 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). This marks the first five-star frontal rating for the Sorento, and its fifth consecutive five-star rating for side impact.

"The Sorento is in excellent company, joining Sportage, Sedona and Optima with five-star crash safety ratings from NHTSA," said Len Hunt, executive vice president and COO of Kia Motors America. "Kia has come a long way in a very short time, and our goal of building high quality, safe vehicles is being realized as we refine and expand the product lineup."

The award-winning, five-passenger Sorento combines power, utility and style with a new standard for value in its segment. For 2007, the versatile vehicle is loaded with many comfort and convenience features, more standard safety features such as advanced two-stage airbags, full-length side curtain airbags and active front headrests, driver knee airbag, and electronic stability control (ESC), providing capable on- and off-road performance.

Available in LX and EX trim lines, as well as LX Sport Package and EX Luxury Package, and two-wheel or four-wheel drive, Sorento builds on the previous generation model with exterior refinements, including redesigned front headlamps with projection lights, a revised front grille insert and more rounded body-side cladding. The interior has more leg room in the second-row seats, a new center fascia gauge cluster and floor console enveloped in upscale wood and metal trim materials. A new, all-aluminum, 3.8-liter V6 engine producing 262 horsepower – a 36-percent increase over the previous generation engine – and 260 lb.-ft of torque is mated to an electronically controlled five-speed Sportmatic® transmission, allowing drivers to choose between automatic or manual shift mode.

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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