

Kia earns a top place in major car reliability survey

(SEOUL) **January 25, 2007** -- Kia vehicles have won a top place in one of the world's biggest surveys investigating the reliability of more than 450,000 cars aged from three to nine years old. More than 82% of the owners of Kia vehicles surveyed reported no mechanical failures of any type.

The survey was carried out by Warranty Direct, an independent automotive warranty specialist company, and looked into the reliability of vehicles from 33 manufacturers in daily use in the USA and the UK. The company then drew up a 'Reliability League Table' showing the number of mechanical failures reported for every 100 vehicles covered by its warranty policies.

Kia was rated number five with a score of 17.39%, very close to Toyota and Mitsubishi and beating such famous brands as Nissan (18.86%), Lexus (20.05%), Porsche (27.48%), BMW (28.64%), Mercedes (29.90%) and Audi (36.74%). Filling the last two places in the survey were the well-known 4x4 brands Land Rover (44.21%) and Jeep (46.35 %).

"This survey strongly supports what we have known for some time, namely that Kia makes high quality vehicles with very good reliability," commented Mr Jean-Charles Lievens, Senior Vice President Kia Motors Europe.

"In recent years we have greatly improved our product quality and drastically cut back on warranty claims. Now we're backing up our confidence with a unique 7-Year / 150,000 km Warranty on the new Kia cee'd – transferable to subsequent owners – and more and more new customers are switching to the Kia brand. I'm certain that, if the intriguing Warranty Direct survey is repeated in three years time, Kia will have climbed even higher up the reliability league table."

Warranty Direct - 'Reliability League Table' 2007

TOP 10 RESULTS

Manufacturer	Incidence Rate %*
1 Mazda	8.04
2 Honda	8.90
3 Toyota	15.78
4 Mitsubishi	17.04
5 Kia	17.39
6 Subaru	18.46
7 Nissan	18.86
8 Lexus	20.05
9 Mini	21.90
10 Citroen	25.98

** Number of mechanical failures reported by policy holders for every 100 vehicles, aged between three and nine years old.*

Editors' Notes:

Warranty Direct

Warranty Direct was launched in 1997 as a direct personal warranty company. As a privately owned insurance intermediary, the firm operates within the automotive and household electrical markets.

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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