

Kia web site ranks highest in usefulness according to J.D. Power and Associates study

- Kia.com becomes first web site to earn top honor in the study for a third time

(SEOUL) **January 31, 2007** -- Kia Motors America's consumer web site, www.kia.com, was awarded as the highest ranked automobile manufacturer Web site in the recently released J.D. Power and Associates 2007 Manufacturer Web Site Evaluation Study – Wave 1 (MWESSM). Kia rated highest overall among manufacturer Web sites in terms of usability, speed, navigation, appearance and information/content.

The top ranking marks the third time Kia has had the highest ranked web site in the MWESSM. Kia.com was previously ranked highest in 2005 (Wave 2) and with this most recent award it becomes the first manufacturer web site to finish in the top spot three separate times. All three award recognized sites were prepared by Animated Designs, LLC., Kia's interactive agency based in Westlake Village, Calif.

“Kia.com plays an integral role in our total marketing strategy,” said Len Hunt, executive vice president and COO, Kia Motors America. “Receiving this very prestigious award for the third time demonstrates our continued efforts in providing our customers with the most accurate, user-friendly and up-to-date information about our products as possible.”

Acknowledged for being one of the most credible and recognized studies ranking manufacturer web sites, the MWESSM surveyed 11,280 new-vehicle shoppers who intend to purchase a new vehicle within the next 24 months.

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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