

Kia Sedona (Carnival) named “Best Minivan” by MotorWeek

- Minivan receives Kia's first-ever Drivers' Choice Award from the popular television series

(SEOUL) February 12, 2007 -- The Kia Sedona (‘Carnival’ in some markets) added another accolade to its growing trophy case last week at the Chicago Auto Show when MotorWeek announced its selection as "Best Minivan" in its 2007 Drivers' Choice Awards. The recognition marks the first time Kia has received a Drivers' Choice Award from the long-running automotive television program.

"Sedona (Carnival) has been a smash hit with both consumers and the automotive press since its debut last year, and receiving this award from the venerable and well-respected team at MotorWeek is further proof of the impact the vehicle has had in the marketplace," said Len Hunt, executive vice president and COO of Kia Motors America (KMA).

MotorWeek evaluated more than 150 cars and trucks for this year's Drivers' Choice Awards, focusing on superior performance, technology, practicality and dollar value from the consumer's perspective. The winning vehicles were put through a battery of road and track tests as well as comprehensive comparisons to competitors.

"The second-generation Korean-branded design matches all the best features of its rivals, and then beats them in price and powertrain warranty," said John Davis, executive producer, host and creator of MotorWeek. "The leaps that Kia has made in perceived quality with each new vehicle are well documented and Sedona (Carnival) is just the latest example. From school bus to apartment moving, minivans are the most versatile vehicles on the planet, and this one is tops."

Sedona (Carnival) is recognized as an industry leader in safety, proven by its five star crash safety rating from the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and "Top Safety Pick" honor by the Insurance Institute for Highway Safety (IIHS). Additional praise includes being named a "Best Buy" by Consumer Digest; "Total Value" and "Most Delightful Vehicle" awards from Strategic Vision; and being tabbed "Best Buy -- 2007 Minivan" by Consumer Guide Automotive.

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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