

## **Kia Sorento and Sedona Top Quality Index**

- **Kia is the most improved brands overall on the Strategic Vision's 2007 Total Quality Index™**
- **Award winning SUV and MPV Add to Kia's Growing List of Accolades**

**(Seoul) June 5, 2007** – Kia Motors Corporation today announced that the 2007 Kia Sorento and Sedona (known as Carnival in some countries) both received top honors in Strategic Vision's 2007 Total Quality Index™ (TQI), leading the mid-size SUV and MPV segments respectively. Kia, one of the fastest growing automakers in the world, is also the most improved brand overall from last year's TQI survey. The U.S.-based research firm calculates their results based on the overall ownership experience of a vehicle.

Strategic Vision surveyed more than 27,700 new car owners who purchased their 2007 vehicle during the October-December 2006 period, focusing on the first 90 days of vehicle ownership. The Total Quality Index™ is the premier measure of new vehicle ownership in the U.S., and assesses total ownership experience, encompassing positive and negative product experiences, reliability, dealership experience and emotional attachment to a vehicle.

“The Total Quality Index is a nice feather in our cap, as it is based directly on consumer feedback,” said Len Hunt, executive vice president and COO, KMA. “We are proud that the Sorento and Sedona have been recognized; they serve as prime examples of the continued effort Kia is making toward creating quality vehicles.”

The 2007 Sorento also 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), while the 2007 Sedona (Carnival) was selected by the Insurance Institute for Highway Safety (IIHS) as one of only 13 vehicles to earn the “Top Safety Pick” award for its impressive performance with top ratings in frontal, side and rear impact crash tests, and was named the “Safest Minivan Ever Tested” by the organization.

The Sedona (Carnival) has also picked up the 2007 MotorWeek “Best Minivan” award in its 2007 Drivers' Choice Awards, while both the Sorento and Sedona (Carnival), along with six other Kia models, picked up The Car Book 2007's “Best Bet” distinction. Overall, Kia models improved 22% in J.D. Power and Associates 2006 Initial Quality Study (IQS), and improved twice as much as any competitor in the last 3 years, showing how the company continues to offer world-class quality and award-winning customer satisfaction.

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*Kia Motors Corporation ([www.kiamotors.com](http://www.kiamotors.com) or [www.kia.com](http://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 13 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 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 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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