

2007 Kia Sedona (Carnival) and Sorento awarded “Good” ratings from Insurance Institute for Highway Safety of the U.S.

- Kia MPV and SUV given highest possible rating in rear impact evaluations

(SEOUL) July 3, 2007 -- The Insurance Institute for Highway Safety (IIHS) of the U.S. announced today that the Kia Sedona (also known as ‘Carnival’ in some markets) minivan and Sorento SUV both received “Good” ratings for rear impact collisions. A “Good” is the highest possible rating given by the IIHS and, according to the institute, represents the best protection for people of all sizes in a typical rear-end crash.

“It is becoming well-known that Kia builds safety into all of its vehicles and Sedona and Sorento are just the latest examples to pass independent testing,” said Len Hunt, executive vice president and COO of Kia Motors America (KMA). “We strive to provide our customers with quality vehicles that are equipped with the best available safety features.”

The IIHS bases their ratings of “Good,” “Acceptable,” “Marginal” or “Poor” on geometric measurements of head restraints and simulated crashes that, according to the IIHS, when combined assess how well people of different sizes would be protected in an average rear crash. According to the IIHS, injuries to the neck are the most commonly reported by victims of car crashes; and the Sedona and Sorento’s standard active head restraints offer optimum and essential passenger neck and back support and protection.

Serving as Kia’s flagship safety vehicle, the Sedona has collected a number of accolades, including receiving the company’s first five-star crash safety rating for each seating position from the U.S. National Highway Traffic Safety Administration (NHTSA) when it debuted in 2002, as well as receiving the “Top Safety Pick” from the IIHS for the past two consecutive years. The current generation Sedona, both long and short wheel base versions, tout other standard safety features including six standard airbags (dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags for all three seating rows); a four-channel, four-sensor, antilock brake system (ABS); and a tire pressure monitoring system (TPMS).

Refreshed for 2007 and building off of a five-star crash safety rating from the NHTSA for both front and rear side impact crash tests in 2006, the Sorento now boasts even more standard safety features than its predecessor, offering such standard equipment across all trim lines including advanced two-stage airbags, full-length side curtain airbags, four-wheel disc brakes with ABS, electronic stability control (ESC) and traction control (TCS), tire pressure monitoring system (TPMS), driver knee airbag, and three-point seat belts for all seating positions with adjustable anchors and pretensioners with force limiters in front.

Government star ratings are part of the U.S. 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.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 12 manufacturing and assembly operations in 8 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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