

2008 Sedona (Carnival) awarded “Top Safety Pick” by Insurance Institute for Highway Safety

- **Kia minivan wins top honors for third year in a row**

(SEOUL) November 16, 2007 -- Already having earned a five-star crash safety rating from the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), the 2008 Sedona (known as ‘Carnival’ in some markets) was selected by the Insurance Institute for Highway Safety (IIHS) as one of only 34 vehicles to earn the “Top Safety Pick” award for its impressive performance with top ratings in frontal, side and rear impact crash tests and for having electronic stability control.

“We are extremely proud that Sedona was the first minivan ever to earn the IIHS ‘Top Safety Pick,’” said Len Hunt, president and CEO of Kia Motors America. “To continue to earn this honor – now its third year in a row – is yet another example of our dedication to providing quality vehicles equipped with the highest level of standard safety features available.”

The Sedona builds upon a commitment to safety that was established with the first generation minivan, which earned the company’s first five-star crash rating when it debuted in 2002. Since then Kia has earned an impressive list of safety accolades, including NHTSA five-star crash ratings all around for Optima (known as ‘Magentis’ in some markets) and Sedona and five-star side impact crash ratings for Sorento, as well as the highest possible safety ratings from IIHS for Sedona and top ratings for front and rear impact crash tests for Optima and front and side impact crash tests for Amanti (known as ‘Opirus’ in some markets).

The 2008 Sedona continues to offer a high level of standard safety equipment, including six standard airbags, front active headrests, electronic stability control (ESC), ABS with electronic brake force distribution (EBD), a traction control system (TCS) with brake assist, and a tire pressure monitoring system (TPMS).

Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov). Models tested with standard air bags (SABs)

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 -- as well as a EUROTOP partner of UEFA. 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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