

Sports Coupe Concept heralds ‘new look’ for Kia’s future

- European-styled Sports Coupe Concept to reveal new face-of-Kia**
- 4.3-metre long 2+2 coupe to make World Premiere on 11 September**

(SEOUL) **August 14, 2007** -- Kia Motors Corporation has released a second ‘preview image’ of the concept car it will unveil for the first time at the Frankfurt International Motor Show on 11 September. Shown in profile, the svelte Sports Coupe Concept reveals classic lines coupled with a lengthened cabin design that can accommodate four adults in comfort.

Designed in Europe, under the guidance of Kia’s Chief Design Officer, Peter Schreyer, the all-new 2+2 Sports Coupe Concept, whose name remains a secret at present, will demonstrate an uncluttered, pure and timeless execution and represents a new design ethos for the Korean automotive company.

“The new Sports Coupe Concept is a clear and emphatic statement that the future of the Kia brand is set to be one that will excite and surprise an entirely new audience of consumers,” commented Peter Schreyer. “In making this design departure for Kia it was essential to my thinking that we did not lose sight of the fact that the Kia brand must continue to appeal to customers in the mainstream. It would have been easy to present an extreme supercar at Frankfurt that would attract plenty of attention, but could have no place in Kia’s future. Our Sports Coupe Concept is not simply a flight of fancy.

“I believe this concept car could be a ‘landmark’ vehicle in Kia’s history and I wanted it to appeal to the widest possible audience. This design is not the result of self-indulgent design excess. It incorporates a host of elements that will become the new face-of-Kia right across our product range and it is the clearest design statement about the way I want Kia to be seen as we go forwards,” added Schreyer.

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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