

Kia Motors posts 3.5% increase in 2007 global sales

- **112,830 Kia vehicles sold globally in December, a 2.2% gain year-on-year**
- **Sales in North America, Europe, China, general markets and Korea post 2007 year-on-year sales growth of 5.1%, 4.3%, -11.8%, 15.2% and 0.6%, respectively**
- **C-segment Cerato is Kia top seller overseas for second consecutive year**
- **8.2% growth in passenger sales overseas thanks to success of cee'd in Europe, which ranks in Kia's top five sellers in 2007**

(SEOUL) January 16, 2008 -- Kia Motors Corporation announced today that cumulatively its global sales (export retail sales, domestic sales and sales from overseas plants) of passenger cars, recreation vehicles (RVs) and light trucks in 2007 recorded 1,269,164, representing a 3.5% year-on-year increase.

By region, Kia's North America market posted a year-on-year sales increase of 5.1% in 2007 with 340,293 units sold, while the Europe market posted a 4.3% increase with 343,090 units sold. Elsewhere, sales of Kia vehicles in China, general markets and Korea in 2007 were 114,601 (11.8% year-on-year decrease), 198,850 (15.2% year-on-year increase) and 272,330 (0.6% year-on-year increase) units, respectively.

In December, Kia's global sales increased by 2.2% year-on-year, totaling 112,830 units. General markets and Europe returned significant year-on-year increases, selling 19,244 (31.4% year-on-year increase) and 30,047 (22.7% year-on-year increase) units, respectively. North America, China, and Korea also sold 25,946 (17.3% year-on-year decrease), 12,586 (4.7 year-on-year increase) and 25,007 (10.2% year-on-year decrease) Kia vehicles in December.

In 2007, Kia's best-selling model in overseas markets, for the second consecutive year, is the C-segment Cerato (known as 'Spectra' in some markets) with 186,561 units sold, followed by the Sportage compact SUV (130,733 units), the B-segment Rio (119,993 units), and A-segment Picanto (119,799 units). The C-segment cee'd and the Sorento mid-size SUV battled out for fifth spot selling 89,510 and 89,471 units, respectively.

The cee'd, Kia's first car designed and built by and for Europeans, had a remarkable first full twelve months in Europe and was the most decorated Korean car in European automotive history winning eight national 'Car of the Year'-style awards, receiving numerous other magazine awards and ranking first in more than 30 comparison road tests. It also helped boost the number of Kia passenger cars sold overseas. 2007 saw 596,412 passenger cars sold, an increase of 8.2% on 2006 figures. With Kia's reduced emphasis on commercial vehicles, RVs returned a steady growth of 2.3% with 367,020 units sold. Factoring out commercial vehicles sales, Kia sales increased by 5.9% overseas.

Hyoung-Keun Lee, Senior Executive Vice President and COO of Kia Motors Corporation, said, "Following a relatively sluggish first half, 2007 resulted in a solid performance for Kia. It has been a tough auto retail environment and, in North America, for example, with what has been predicted as the worst industry sales for a decade, Kia

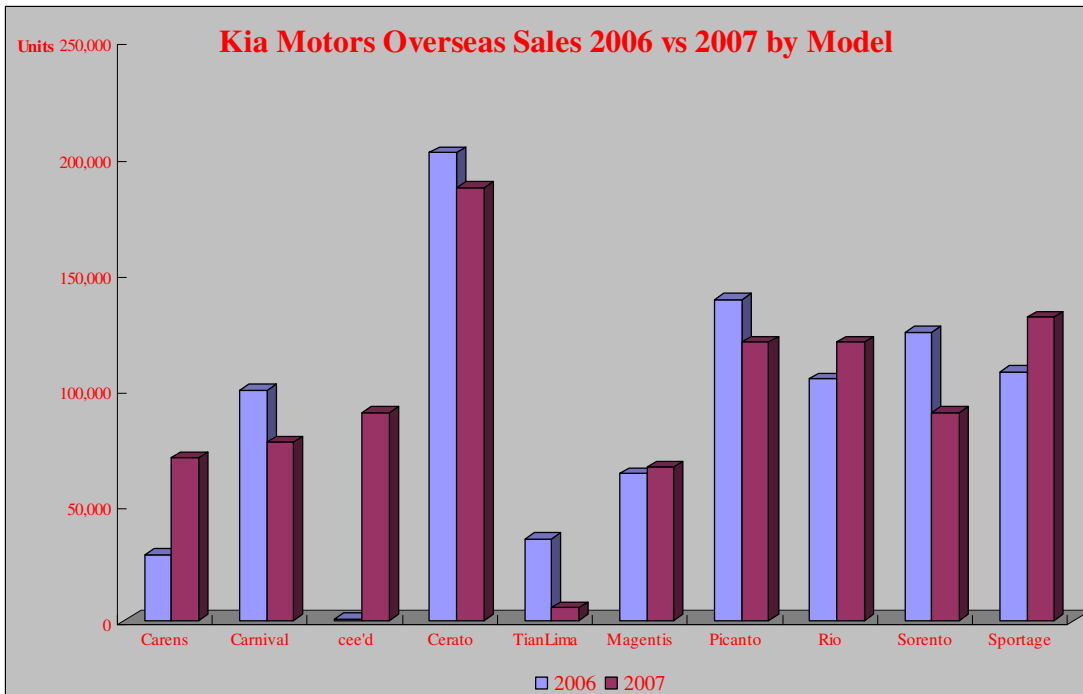
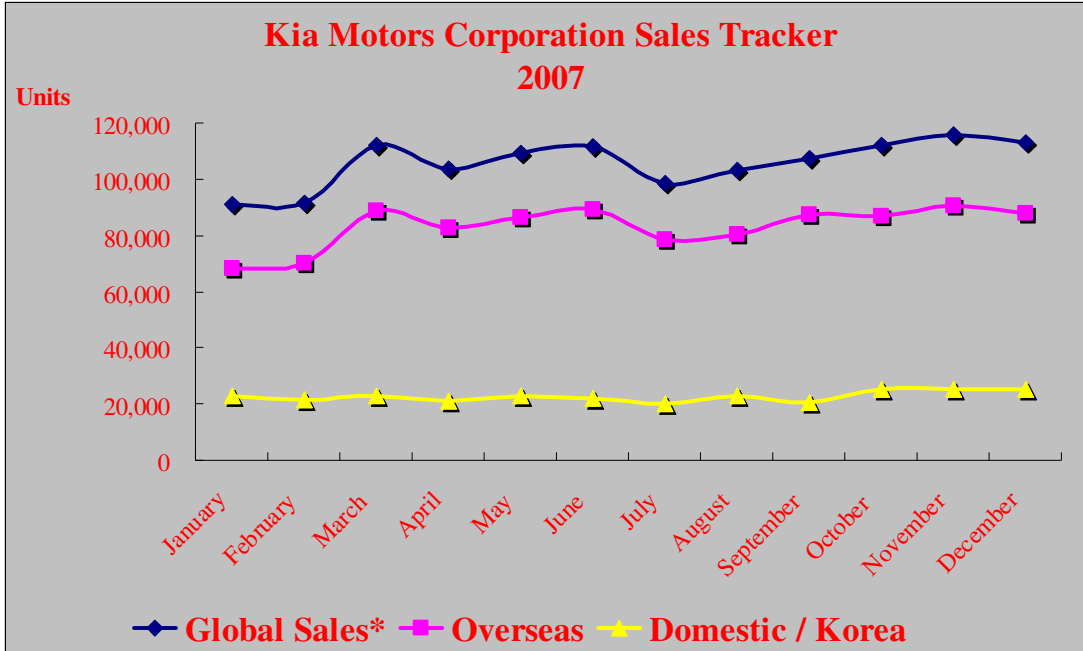
returned consistent and solid sales growth.

“Most of Kia’s sales fluctuations between 2006 and this year can be explained by the usual consumer patterns surrounding the phasing out of models and introduction of new ones. However, a big Kia differentiator in 2007 was the ever-growing success of the cee’d in Europe, sales of which, as expected, came into strong effect by mid-year.”

###

	December 2007	December 2006	% Year-on-Year Change		Year to Date 2007	Year to Date 2006	% Cumulative Year-on-Year Change
Global Sales	112,830	110,397	2.2%	Global Sales	1,269,164	1,226,027	3.5%
Overseas Sales*	87,823	82,542	6.4%	Overseas Sales*	996,834	955,430	4.3%
By Vehicle Category (Overseas Sales)							
Passenger	53,738	49,932	7.6%	Passenger	596,412	551,348	8.2%
<i>Passenger</i>	61%	60%		<i>Passenger</i>	60%	58%	
RV	31,317	29,834	5.0%	RV	367,020	358,723	2.3%
<i>RV</i>	36%	36%		<i>RV</i>	37%	38%	
Commerical	2,768	2,776	-0.3%	Commerical	33,402	45,359	-26.4%
<i>Commerical</i>	3%	3%		<i>Commerical</i>	3%	5%	
By Region							
North America	25,946	31,387	-17.3%	North America	340,293	323,871	5.1%
Europe**	30,047	24,489	22.7%	Europe**	343,090	329,026	4.3%
China	12,586	12,018	4.7%	China	114,601	129,887	-11.8%
General Markets***	19,244	14,648	31.4%	General Markets***	198,850	172,646	15.2%
Domestic / Korea	25,007	27,855	-10.2%	Domestic / Korea	272,330	270,597	0.6%

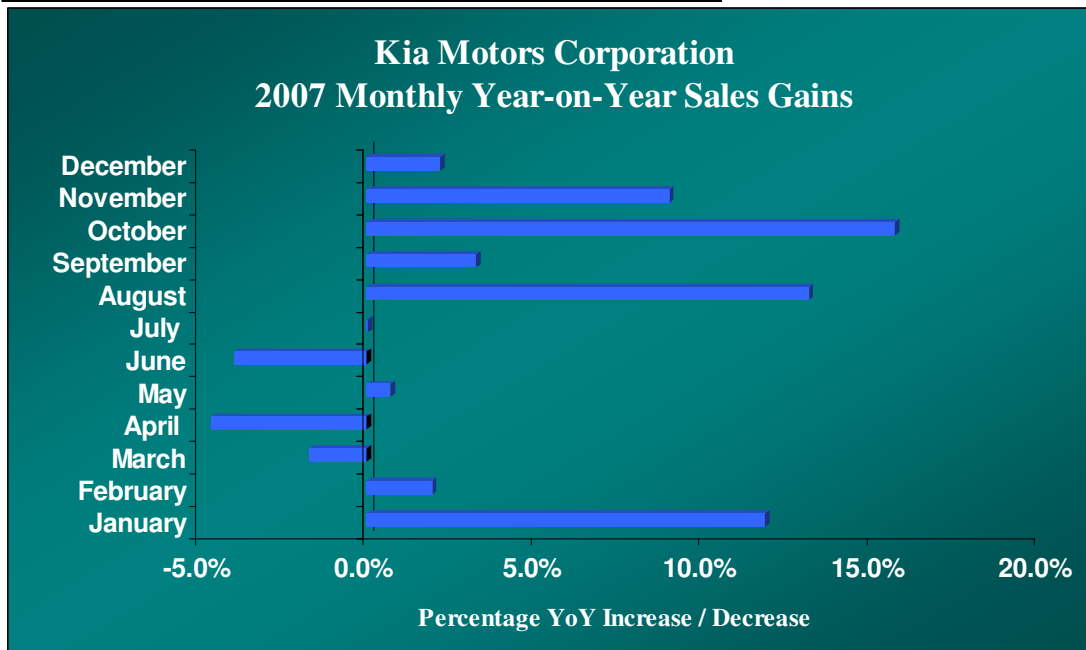
Sales Tracker 2007														
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	
Global Sales*	91,252	91,574	111,903	103,810	109,332	111,396	98,482	103,110	107,503	112,173	115,799	112,830	1,269,164	
Overseas	68,242	70,163	88,899	82,608	86,324	89,386	78,472	80,104	87,147	87,069	90,597	87,823	996,834	
North America	24,028	25,404	30,396	29,325	32,269	29,688	30,107	30,667	27,417	28,104	26,942	25,946	340,293	
Europe**	20,895	23,061	32,126	27,212	29,134	33,515	26,441	24,641	32,052	31,160	32,806	30,047	343,090	
China	11,618	9,019	11,487	10,695	8,705	8,055	5,335	7,991	10,051	8,425	10,634	12,586	114,601	
General Markets***	11,701	12,679	14,890	15,376	16,216	18,128	16,589	16,805	17,627	19,380	20,215	19,244	198,850	
Domestic / Korea	23,010	21,411	23,004	21,202	23,008	22,010	20,010	23,006	20,356	25,104	25,202	25,007	272,330	



Top 5 Selling Cars Overseas					
Monthly	Model	December Sales Figure	Year To Date	Model	Year to Date Sales Figure
1	Cerato	16,985		Cerato	186,561
2	Sportage	12,061		Sportage	130,733
3	Picanto	10,716		Picanto	119,799
4	Rio	10,160		Rio	119,993
5	cee'd	9,544		cee'd	89,510

Overseas Sales 2006 vs 2007 by Model		
Model	2006	2007
Carens	28,356	70,041
Carnival	99,151	76,775
cee'd	487	89,510
Cerato	201,623	186,561
TianLima	35,201	5,309
Magentis	63,222	65,922
Picanto	138,380	119,799
Rio	104,040	119,993
Sorento	124,218	89,471
Sportage	106,977	130,733

Top 5 Selling Cars Overseas 2007					
Monthly	Model	2006	Versus	Model	2007
1	Cerato	201,623		Cerato	186,561
2	Picanto	138,380		Sportage	130,733
3	Sorento	124,218		Picanto	119,799
4	Sportage	106,977		Rio	119,993
5	Rio	104,040		cee'd	89,510



Editor's notes:

* Global sales figures are based upon CBU export retail sales, sales from overseas plants and Korean domestic market sales.

** Includes figures from Western and Eastern European markets

***General markets include the regions of Central and South America, Asia and the Pacific, and the Middle East and Africa.

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 eight 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.

###