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News Release

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KIA MOTORS BRINGS WORLD-CLASS LINEUP OF VEHICLES TO THE 2014 CHICAGO INTERNATIONAL AUTO SHOW

Visitors Can Get Behind the Wheel to Experience the High-Tech Features in Kia's All-new Cadenza Premium Sedan as Well as Top-Sellers Such as the Sorento, Optima and Soul

- "Experience the Next Level" ride-and-drive program lets show-goers take test drives in several of Kia's newest products
- Interactive displays allow Chicago-area residents to take photos with virtual versions of Kia's recently slimmed-down hamsters and futuristic "Hotbots"

Chicago, IL, February 8th, 2014 – Showcasing a lineup of six all-new or significantly redesigned vehicles, Kia Motors America (KMA) arrives at the 2014 Chicago International Auto Show with an impressive selection of vehicles that combine world-class design with cutting-edge technologies, premium amenities and outstanding value. Kia's current lineup is the result of the company's efforts to advance value to new levels of sophistication through quality products as epitomized by the Cadenza, Optima Hybrid, Sorento SXL, Optima SXL, and Soul Exclaim (!), which will be on display at the Chicago International Auto Show. Additionally, Kia's "Experience the Next Level" test drive program will allow show-goers to get in the driver's seat and become better acquainted with these award-winning vehicles.

"The Kia brand continues to grow and mature, with a lineup of eye-catching vehicles that are fun-to-drive and appeal to sophisticated and style-conscious customers," said Michael Sprague, executive vice president of marketing & communications, KMA. "From our world-class designs to our racetrack-proven quality and durability, we are proud to invite Chicago-area residents to experience our newest and most innovative vehicles at the Chicago International Auto Show."

Powerful and High-Tech 2014 Cadenza

The 2014 Cadenza brings the Kia brand into the emerging space between mainstream and luxury with European-influenced styling and premium amenities and features never before seen on a Kia. The Cadenza features an all-aluminum 3.3 liter V6 GDI engine, Kia's most powerful to-date, which produces a 293hp. The Cadenza delivers the second generation UVO eServices¹ infotainment and telematics system, an eight-inch high definition navigation display with backup camera and Sirius² traffic, backup warning system³, a 12-speaker, 550-watt Infinity^{®4} audio system with steering wheel mounted controls, Smart Key keyless entry, eight-way power adjustable driver's seat and *Bluetooth*^{®5}. Also optional are the Luxury and Technology Package upgrades, which include amenities such as an electronic parking brake, advanced smart cruise control and Nappa leather-trimmed seats. The advanced and luxurious 2014 Cadenza remains value-minded, offered at a starting MSRP of \$35,100⁶ for base, \$38,100 for the Luxury Package; and \$41,100 for the Technology and Luxury Packages.

Stylish and Efficient 2013 Optima Hybrid

The 2013 Optima Hybrid boasts an upgraded powertrain that produces improved performance, better fuel economy and even more trunk space. Kia's first U.S. hybrid puts out 199hp (combined) and 235 lb-ft of torque (combined) for an impressive 36 mpg city, 40 mpg highway and 38 mpg combined⁷ (base model). Inside, drivers and passengers enjoy the Optima Hybrid's eight-speaker Infinity^{®8} audio system, HD Radio^{™9} and Kia's UVO voice-activated infotainment and communications system. Efficiency does not sacrifice value – the 2013 Optima Hybrid is offered at a starting MSRP¹⁰ of \$25,900 for the LX trim and \$31,950 for the fully-loaded EX.

Refined and Sophisticated 2014 Sorento SXL

The 2014 Sorento has been completely redesigned with an all-new chassis, a powerful new Gasoline Direct Injected (GDI) V6 engine, a substantially restyled interior, a next-generation infotainment system and blind spot detection system¹¹. Riding on an all-new platform and suspension system, the new Sorento contains improvements to the center stack, instrument clusters, second row sliding sunshades, a redesigned panoramic sunroof and interior dimension improvements creating greater second- and third- row space. The optional SXL trim boasts self-leveling Xenon HID head lights, exclusive 19-inch chrome wheels and sporty red painted brake calipers on the outside. Within, unique and luxurious Nappa leather trimmed seats, a heated, wood-trimmed steering wheel and heated rear seats are all standard. The U.S.-built* Sorento SXL is offered at a starting MSRP of \$38,000¹².

* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.

Dynamic and Sporty 2014 Optima SXL

The 2014 version of the ever-popular Optima – Kia’s sales leader – arrives with updated front and rear fascias, accentuating the vehicle’s dynamic and sporty proportions. The eye-catching sedan is available with two powerful Theta II powerplants featuring gasoline direct injection (GDI) technology: a 2.4-liter GDI four-cylinder or a 2.0-liter GDI turbo engine. A 2.4-liter hybrid powertrain is also available. The improvements continue within the cabin of the 2014 Optima, as drivers are greeted with more upscale and high-tech amenities. The optional SXL trim brings Optima to another level of sporty refinement, adding unique 18-inch chrome wheels, new LED fog lights, red brake calipers, an electronic parking brake, chrome accented side sills, and premium Nappa leather-trimmed seats. The Optima SXL is built at Kia Motors Manufacturing Georgia, in West Point, Ga., and is offered at a starting MSRP of \$38,000¹³.

Fun and Funky 2014 Soul Exclaim (!)

Kia’s most iconic people mover has grown up without losing its edge, rolling in on a new chassis that is stiffer, longer and wider allowing for more passenger and cargo room while reducing NVH levels. Increased torque and significant suspension upgrades make the 2014 Soul a nimble and agile companion in congested urban environments. Included in the new instrument panel is an available eight-inch touch screen – the largest ever offered on Soul – which houses Kia’s second-generation telematics and infotainment system, UVO eServices, combined with Kia’s first use of the Android-based operating platform. Launching with Soul, UVO eServices is now compatible with the iPhone and Android Smartphone. The Exclaim (!) trim features 18-inch alloy wheels wrapped in 235/45R-18 tires, fog lights, body-color bumper “tusks,” projector headlights, front LED positioning lights and rear LED “halo” lights. Open the door and standard amenities include a high-gloss piano-black center console, cooled glove box, leather-wrapped steering wheel and gear shift knob, 10-way power driver’s seat with lumbar adjustment and auto-dimming rearview mirror. The Soul Exclaim (!) urban passenger vehicle is offered at a starting MSRP of \$20,300¹⁴.

Striking and Sleek 2014 Forte EX

The Forte is back in 2014 with a completely redesigned look, boasting European-inspired design and even more premium features. The new Forte sits on a chassis that is lower and wider than its predecessor and offers more passenger room, more fun to drive performance, new cutting edge technology and several premium amenities.

Kia's next-generation Google-powered UVO in-vehicle infotainment system with eServices is standard and can now be integrated with an optional navigation system. The EX trim boasts a more powerful 2.0L GDI powerplant and automatic transmission as well as remote keyless entry with trunk opener, rear camera back-up display, a sliding center armrest and a cooling glove box. The 2014 Forte EX is offered at a starting MSRP of \$19,400¹⁵.

Standard Kia Safety Features

All of Kia Motors 2014 model year vehicles are equipped with a comprehensive suite of standard safety features. All trims come outfitted with driver and passenger advanced front airbags, front seat-mounted side airbags, first and second row side curtain airbags, side-impact door beams, height-adjustable front seatbelts with pre-tensioners, three-point seatbelts for all seating positions, Lower Anchors and Tethers for Children (LATCH) and a Tire Pressure Monitoring System (TPMS). A four-wheel Antilock Brake System (ABS), Electronic Stability Control (ESC), Vehicle Stability Management (VSM), a Traction Control System (TCS), a Brake Assist System (BAS) and Hill Assist Control (HAC) also are standard.

Industry-Leading Warranty

Kia's warranty program¹⁶ offers consumer protection at an exceptional value. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

Kia: One of the World's Fastest Moving Global Automotive Brands

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and the lowest cost of ownership in the industry. Kia recently joined the exclusive ranks of Interbrand's "Top 100 Best Global Brands," and is poised to continue its momentum with seven all-new or significantly redesigned vehicles, which arrived or are scheduled to arrive in showrooms in 2013. Over the past decade Kia Motors has invested more than \$1.4 billion in the U.S., including the company's first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs.

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The success of the U.S.-built Optima and Sorento in two of the industry's largest segments has fueled Kia's rapid growth and is complemented by Kia's comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

About Kia Motors America

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

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¹ No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. Only certain UVO eServices available for MY14 Soul.

² Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

³ The backup warning system is not a substitute for proper and safe backing-up procedures. The backup warning system may not detect every object behind the vehicle. Always drive safely and use caution when backing up.

⁴ Infinity is a registered trademark of Harman International Industries, Incorporated.

⁵ The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and tradenames are those of their respective owners. A compatible Bluetooth® wireless technology enabled cell phone is required to use Bluetooth® wireless technology.

⁶ MSRP excludes \$800 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

⁷ EPA Estimated. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition.

⁸ Infinity® is a trademark of Harman International Industries, Inc.

⁹ HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

¹⁰ MSRP excludes \$775 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

¹¹ The blind spot detection system is not a substitute for proper and safe lane changing procedures. Always drive safely and use caution when changing lanes. The blind spot detection system may not detect every object alongside the vehicle.

¹² MSRP excludes \$850 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

¹³ MSRP excludes \$850 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

¹⁴ MSRP excludes \$795 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

¹⁵ MSRP excludes \$800 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

¹⁶ All warranties and roadside assistance are limited. See retailer for details or go to kia.com.