



KIA ACHIEVES 20TH CONSECUTIVE MONTHLY SALES RECORD IN APRIL



With 47,550 units sold, April marked Kia's 20th straight monthly sales record. Unprecedented demand for Kia's unique value combination of world-class design, outstanding fuel efficiency, premium features and cutting-edge technologies led to this amazing milestone. Year to date, Kia's sales are up an impressive 22.2 percent thanks in large part to the strong performances of the U.S. built¹ Optima and Sorento as well as the ongoing popularity of the Soul. In addition, sales of the Rio subcompacts continue to rise as consumers search for fuel-efficient vehicles. Nearly 80 percent of Kia vehicles sold in April achieved at least 30 MPG² on the highway.

STATE OF GEORGIA NAMES KMMG "LARGE MANUFACTURER OF THE YEAR"



Kia Motors Manufacturing Georgia (KMMG) was named "Large Manufacturer of the Year" by Governor Nathan Deal during the annual Georgia Manufacturing Appreciation Week awards luncheon. Deal highlighted KMMG as, "a shining example of Georgia's commitment to supporting new industries." The governor also thanked Kia for its investment into Georgia and highlighted the amazing impact Kia has had in the areas surrounding West Point.

Byung Mo Ahn, Group President and CEO, Kia Motors America (KMA) and KMMG accepted the award on behalf of the plant and thanked the "outstanding team members who work enthusiastically each and every day to build world-class, high-quality vehicles." Ahn also thanked Governor Deal, Quick Start and the Technical College System of Georgia and noted, "we would not be in this position for achievement without the unyielding support of the State of Georgia, the Department of Economic Development, and in particular, Georgia Quick Start, which has been our partner in workforce training from the very beginning."

¹ The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are assembled in the United States from U.S. and globally-sourced parts.

² EPA Estimated. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition

KIA RACING ROCKETTS TO NEW HEIGHTS

Kia Racing reached new heights in round four of the Pirelli World Challenge Championships at Miller Motorsports Park just outside Salt Lake City. The No. 36 and No. 38 Infinity Audio Optimas took second and third place and captured Kia Racing's first-ever two-car podium finish. The dual podium finish at Miller moves Kia into fifth (No. 36) and sixth (No. 38) in the Grand Touring Sport (GTS) class point's battle. The team will look to build on the Optima's momentum in round five at Laguna Seca in Monterey later this month.

Miller Motorsports Park also was the scene of the B-Spec Rio 5-door's racing debut. After three races during the weekend, the No. 90 Rio 5-door B-Spec piloted by Russell Smith, co-owner of Kinetic Motorsports, is fifth in driver points.

Meanwhile, on the same day the Optimas raced in Utah, the Forte Koup road racing program also elevated Kia Racing's status at the Kia 200 Continental Tire Sports Car Challenge race at Homestead-Miami Speedway. The No. 12 Infinity Audio Forte Koup captured its first-ever pole position in qualifying, and the No. 10 Forte Koup started alongside the pole sitter on the front row in second position. The Kia 200 marked the second time a GRAND-AM race began with an all-Kia front row on the starting grid. The Kia 200's Optima SX pace car saw a lot of track time as drivers battled a wet track at the start of the race, which led to a series of on-track incidents. Nic Jönsson and Andy Lally successfully overcame the obstacles to secure a fourth place finish for Kia's third straight top-five result to start the season. Kia Racing now leads the Street Tuner (ST) Driver and Team standings. Lally will continue pursuit of his 100th career GRAND-AM podium finish later this month at New Jersey Motorsports Park.



ARCHITECTURAL MAGAZINE HONORS KMA'S CORPORATE CAMPUS WITH "GOOD DESIGN IS GOOD BUSINESS AWARD"

Kia's 21.7 acre, \$130-million corporate campus was honored with *Architectural Record's* "Good Design is Good Business Award" for its contribution to quality-of-life, community outreach and sustainability. In its 15th year, the award celebrates architecture as a vehicle to enhance a company's bottom line as well as the architect/client collaborations responsible for achieving the company's goals. [Click here](#) for more details.

KIA HOSTS HYPERMILING MEDIA RIDE AND DRIVE

Kia hosted journalists for a hypermiling ride and drive from Miami to Key West, Fla., to showcase the Optima Hybrid and Rio's class-leading 40 miles per gallon³ on the highway. Hypermiling encourages drivers to engage in techniques to maximize their fuel economy. The 159-mile route from Miami to Key West is primarily straight and flat; the perfect environment to achieve maximum MPGs. The team with the highest MPG averaged an incredible 50.1 MPG in a Rio sedan. The top three Optima and Rio teams also successfully employed hypermiling techniques to achieve an average of 45.9 MPG and 42.9 MPG, respectively. The following day, on the return trip from Key West to Miami the journalists stopped at Homestead-Miami Speedway to experience the Kia 200.



KOONS KIA WOODBRIDGE RECEIVES BEAUTIFICATION AWARD

Koons Kia in Woodbridge, Va., was honored with a Beautification Award from the Woodridge Potomac Communities Civic Associations (WPCCA) for its series of renovations. The dealership underwent an amazing transformation to a stylish, customer friendly, full-functioning store. The award is designed to recognize properties that align with the city's beautification efforts.



³ Rio class-leading fuel economy claim for 1.6L GDI engine based on comparison of 2012 subcompacts as of March 2012. 2012 EPA fuel economy estimates are 30 mpg/city and 40 mpg/hwy with 1.6L GDI engine. Optima Hybrid class-leading MPG claim based on comparison of 2012 midsize hybrid sedans as of March 2012. 2012 EPA city/highway MPG estimates for midsize hybrid competitors. Actual mileage will vary.

KIA MOTORS' SOUTHERN REGION RECOGNIZES TOP GOSPEL MUSICIANS

Kia Motors' southern region served as the Presenting Sponsor of the Dove Awards, which recognized Gospel Music's best male, female, groups, new artist and albums. Award candidates and performers were transported from the Georgia Terrace Hotel to the Fox Theatre in Kia vehicles, compliments of local dealerships, while a 2012 Optima was displayed on stage. In addition, Kia received brand exposure through pre-show announcements on cable TV and radio stations, logos on the Fox Theatre Marquis, red carpet signage and a full-page ad in the official program.



KIA DEALERS TEE OFF FOR CHARITY

Washington, D.C. area dealers teed off at the National Press Club (NPC) Journalism Institute Inaugural Golf Invitational Tournament to raise funds to support scholarships that foster the next generation of professionals and training programs for current communications professionals. As part of Kia Motors' eastern region sponsorship, the 2012 Optima Hybrid was the featured vehicle of the tournament. The team, comprised of players from Ourisman Chantilly Kia, Beyer Kia Alexandria and Herson's Kia, took home the trophy, while the team consisting of golfers from Bill Baisey Kia and Parsons Kia placed second.

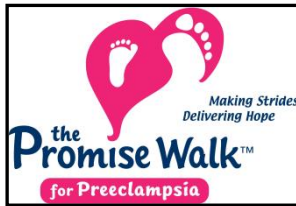


KIA MOTORS' SOUTHERN REGION SHOWCASES PARTNERSHIPS AT SPORTS BUSINESS SUMMIT

Kia Motors' southern region served as the Presenting Sponsor of the Atlanta Business of Sports Summit. Percy Vaughn, director of regional operations, southern region, participated in the "Major League Marketing" panel, comprised of Atlanta-area brand builders. Vaughn discussed the impact Kia's sports sponsorships have had on the brand both locally and nationally. In addition, as part of Kia's sponsorship, Sorento was displayed during the event.



WALK TO FIND A CURE FOR PREECLAMPSIA



Preeclampsia occurs in as many as one in 12 pregnancies and affects the mother's vital organs, which can lead to seizures, bleeding in the brain, organ failure and even death. However, you can join the Kia In Action team in helping find a cause and cure for the life-threatening disease by participating in Promise Walk for Preeclampsia. Kia Motors is the official vehicle of the Orange County Promise Walk, which will be held May 19 at Bill Barber Park in Irvine. Walks also take place nationwide; for more information about a walk in your area or to register, visit <http://www.promisewalk.org>. Sign up for the Kia In Action team at the Orange County walk or start your own Kia In Action walk team locally.

Every dollar raised helps provide education on the warning signs of preeclampsia, funding to research a cure and services to help with emotional support for women impacted by the disease.

HELP SAVE LIVES BY DONATING BLOOD

Every two seconds someone in the U.S. needs blood and one donation can save as many as three lives. Kia is hosting a blood drive in conjunction with the American Red Cross Tuesday, May 8 from 9 a.m. to 3 p.m. in the Multi-purpose room. [Click here](#) to reserve your donation appointment online using the sponsor code "Kia" or by calling Emily Ferguson at 949-468-4690.

To donate blood you must be in good health and have not acquired any tattoos in the last 12 months. For more information about eligibility requirements [click here](#).

Donations are accepted nationwide. If you can't make the blood drive on May 8, visit redcrossblood.org to find a donation center in your area.

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