



## MARCH SALES MARK KIA'S BEST-EVER MONTH AND 19TH CONSECUTIVE MONTHLY SALES RECORD



Kia Motors America's (KMA) sales reached new heights in March. The company soared past 50,000 units sold in a single month for the first time in company history with all-time best sales of 57,505 units – helping the brand achieve its 19th consecutive monthly sales record. Three vehicles surpassed the 10,000-unit mark in the same month for the first time in company history – the U.S.-built<sup>1</sup> Optima (15,008 units) and Sorento (10,303 units) and popular Soul (13,607 units). The brand's historic sales were backed by Kia's unique value formula, which includes world-class design, premium features, cutting-edge technologies and outstanding fuel efficiency, with vehicles that achieve more than 30 mpg<sup>2</sup> accounting for more than 80 percent of sales. Kia's strong first quarter places the company at 138,060 units sold year-to-date, a 31.8 percent increase over 2011.

## KIA RACING SECURES BACK-TO-BACK PODIUM FINISHES AT BARBER MOTORSPORTS PARK

Kia Racing opened the 2012 GRAND-AM Continental Tire Sports Car Challenge (CTSCC) season with back-to-back pole positions in qualifying and podium race finishes in the Street Tuner (ST) class. The nail-biting, caution-filled race at Barber Motorsports Park in Birmingham, Ala., featured a field of more than 70 cars as well as slippery, rain-soaked conditions for the final run to the checker. Nic Jönsson and Andy Lally, co-pilots of the No. 10 Infinity Audio Forte Koup, captured a second place finish in front of a large contingent of Kia Racing fans. Meanwhile, Mathew and Mark Pombo drove the No. 12 Infinity Audio Forte Koup to a ninth place finish.

Kia Racing's podium finishes at the GRAND-AM season opener at Daytona International Speedway and at Barber place Kia second in ST engine manufacturer standings, just one point behind BMW. In addition, the No. 10 Koup is second in ST team standings.

Visit the Kia Racing [Facebook Page](#) for images from the race and updates as the team prepares for the next round of the CTSCC, the Kia 200 at Homestead-Miami Speedway, April 28. And be sure to follow along on Facebook this weekend or live at <http://world-challenge.tv.com/> as the other half of Kia Racing, the Infinity Audio Optimas, take to the streets of Long Beach for round three of the Pirelli World Challenge Championships.



<sup>1</sup> 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.

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

### KIA SHOWCASES SORENTO AND SPORTAGE AT NWAPA MUDFEST

Kia highlighted the impressive styling and off-road capabilities of the Sorento and Sportage at the Northwest Automotive Press Association's (NWAPA) "Mudfest." Northwest-area journalists drove and evaluated 24 SUVs and CUVs at a custom off-road course at the DirtFish Rally School in Snoqualmie, Wash. Journalists praised Sorento and Sportage's overall value, standout styling and impressive handling.



### KIA RACING VISITS KIA MOTORS MANUFACTURING GEORGIA

Prior to the race at Barber Motorsports Park in Birmingham, Ala., Kia's motorsports team paid a visit to Kia Motors Manufacturing Georgia (KMMG) just down the road in West Point, Ga. KMMG team members were given an up-close look at the Forte Koup race cars by Nic Jönsson and Andy Lally, co-pilots of the No. 10 Infinity Audio Forte Koup, and took turns testing their driving skills on the Barber track using a high-tech racing simulator. In addition, Kia's race team sponsor, Infinity Audio showcased the company's in-vehicle audio solutions and held a raffle for personal-audio products.



### VROOMGIRLS.COM NAMES 2012 RIO TO BEST CARS FOR TEENS LIST



Kia's 2012 Rio was selected as one of the six best cars for teenagers by Vroomgirls.com for its mix of parentally popular features with factors teenage drivers consider important. The stylish subcompact was hailed for its class-leading fuel economy of up to 40 miles per gallon<sup>3</sup> on the highway and claimed the highest overall fuel efficiency of any subcompact car on the list. The site also recognized Rio's abundance of amenities, including USB connectivity, steering-wheel controls and navigation, as well as Rio's impressive industry-leading warranty. For more details [click here](#).

<sup>3</sup> Class-leading fuel economy claim for 1.6L GDI engine based on comparison of 2012 subcompacts as of February 2012. EPA fuel economy estimates 30 mpg/city and 40 mpg/hwy for 2012 Rio. Actual mileage will vary.

### **DAVID WOBST SERVES AS PRINCIPAL FOR A DAY AT MISSION VIEJO HIGH SCHOOL**

David Wobst, manager, Kia University recently served as Principal for a Day at Mission Viejo High School. As part of the program, Kia donated a Forte 5-door prototype to the school's Automotive Technology Program. Kia's donation provides invaluable training to prepare students for a career in the automotive technology field. During his time "in office," Wobst also addressed students via a live broadcast from the school's television studio and participated in a tour of the school facilities.



### **SOUTHEASTERN CONFERENCE (SEC) FANFARE GENERATES MORE THAN 750 LEADS**

Kia's basketball-themed "mobile showroom" at the SEC FanFare generated more than 750 leads for dealers, showcasing Optima and Sorento, the official vehicle of the Southeastern Conference. Fans also were exposed to the Kia brand through giveaway items and vehicle entertainment demonstrations and had the chance to register to win \$100 gift cards during the SEC tournament.



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