



KIA MOTORS
The Power to Surprise™

News

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Kia Motors Corporation appoints new President

- **Hyoung-Keun Lee to continue Kia's tremendous growth in the global automotive industry**
- **Served as head of Kia Motors' Western Europe and China operations**
- **30 years experience within the Hyundai-Kia Automotive Group**

(Seoul) August 21, 2009 -- Kia Motors Corporation has appointed a new President to continue the leadership of one of the world's fastest-growing automakers. With more than 30 years experience within the Hyundai-Kia Automotive Group, Hyoung-Keun (Hank) Lee takes over the position from his previous role as Senior Executive Vice President and COO of the International Business Division at Group headquarters in Seoul.

Mr. Lee brings a wealth of international experience to his new role and will lead Kia's corporate planning, marketing and overseas business operations. Prior to heading Kia's International Business Division, Mr. Lee served as President of Kia Motors Europe and President and CEO of Dongfeng Yueda Kia, the company's joint venture in China.

Kia Motors Corporation is confident that Mr. Lee is well suited to continue Kia's remarkable growth based on his extensive experience in the automotive industry, having worked within the Hyundai-Kia Automotive Group since 1977.

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As Vice-President and COO, Mr. Lee developed effective countermeasures in response to high oil prices and international economic fluctuations. He also contributed to securing Kia's presence in overseas markets by expanding the supply of high-demand models to various markets to further satisfy customer experiences and strengthen dealer networks.

Hyung-Keun (Hank) Lee takes over the position from Euisun Chung who was recently appointed to Vice Chairman of Hyundai Motor. During Mr. Chung's tenure as President of Kia Motors, the Hyundai-Kia Automotive Group grew to be one of the world's top five automakers. Kia Motors posted record first-half profits in 2009 and sales of Kia vehicles continue to outpace competitors as it gains market share in many countries around the world.

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Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- 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. Nearly 1.5 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 40,000 employees worldwide and annual revenues of over US\$14.5 billion. It is the major sponsor of the Australian Open and 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.

