

WATCH SORENTO TAKE A “JOYRIDE” DURING THE BIG GAME

For the first time in company history Kia Motors America (KMA) will advertise during the big game on February 7, debuting a new 60-second commercial featuring the all-new 2011 Sorento CUV and a cast of unique characters. Nicknamed “Joyride,” the spot features five life-size children’s characters who take the Sorento for a spin through a series of dream-like adventures. Make sure to tune in during the third quarter to check it out.

Cast of characters and their attributes in relation to the all-new Sorento and the Kia brand:

- Muno – Eye-catching design
 - (Muno is the red Cyclops that stars as one of the colorful cast of characters in the award-winning series *YO GABBA GABBA!* which airs seven days a week on Nick Jr.)
- Sock Monkey (a popular children’s toy) – Agility
- Mr. X (Blabla Kids Boogaloo doll) – Fun
- Teddy Bear – Safety & Security
- Robot – Advanced Technology



KIA MOTORS TO MAKE U.S. AUTO RACING DEBUT AT DAYTONA SPEEDWAY



For the last six months KMA and Kinetic Motorsports have been working around the clock on build-up and testing in preparation for the 2010 GRAND-AM Continental Tire Sports Car Challenge season. Kia Motors’ first ever U.S. motorsports program reaches the track later this week with two Forte Koups competing in the Fresh From Florida 200 at Daytona International Speedway on January 29. The No. 10 car – sponsored by Infinity® Audio Systems and representing Kia’s industry-leading 10-year, 100,000-mile warranty – will be co-driven by Nic Jönsson and Andy Lally, while the No. 12 car 2007 GRAND-AM ST champions Trevor Hopwood and Adam Burrows. The races

will air February 13, 7:00 p.m. ET on the SPEED channel. For more information about the races [click here](#).

KIA MOTORS AMERICA PRESENTS FIRST RETAILED 2011 SORENTO TO CHICK-FIL-A®

The first retail sale of the 2011 Sorento CUV built at Kia Motors Manufacturing Georgia (KMMG) was presented to Chick-fil-A Founder and Chairman, S. Truett Cathy, during a ceremony at the restaurant chain’s corporate headquarters in Atlanta on January 22. The Spicy Red Sorento will join Cathy’s collection of new and antique cars, which has grown to be on the largest and varied collections in the United States. [Click here](#) for more details.



Photo Courtesy of Tom Milesenko

SNEAK PEAK OF CHICAGO AUTO SHOW

KMA will be debuting the Ray concept car at the 2010 Chicago Auto Show. Penned by the team at Kia Design Center America, it is meant to demonstrate how they would approach packaging a plug-in hybrid. More information will be provided at our press conference in Chicago at 1:30 p.m. on February 10.



EDMUNDS.COM NAMES 2010 KIA SOUL AND SEDONA "TOP RECOMMENDED" VEHICLES

Adding to an already extensive list of prestigious honors and recognitions, the Kia Soul urban passenger vehicle and Sedona minivan each were named as Edmunds.com "Top Recommended" vehicles for 2010, while the Soul and the Forte compact sedan were listed among Edmunds.com's top 10 "Consumers' Favorite Cars for College Students." Soul, Forte and Sedona each were highlighted for their individual abilities to aptly meet consumers' needs in their respective segments and still offer an outstanding value.

SHADOW DRAGON SOUL FEATURED IN ASSOCIATED PRESS ROUNDUP OF NAIAS

The Associated Press highlighted Kia's Shadow Dragon Soul, the third special edition Soul, noting the new version features black leather-trimmed seats, a first for the model. Editors also highlighted that KMA celebrated 15 consecutive years of increased market share in the U.S. as well as KMA's sales rising by 9.8 percent in 2009 to 300,063 vehicles sold. For the full article [click here](#).



RONDO NAMED A TOP 10 FAMILY CAR BY ABOUT.COM

About.com named the Rondo to its "Top 10 Family Cars Under \$20,000" list, noting that "it's a good choice for big families" as well as highlighting its third row seat, "which can actually accommodate full-size people." For more details [click here](#).

RIO AND RONDO NAMED CONSUMER GUIDE RECOMMENDED VEHICLES FOR 2010

The staff of seasoned automotive professionals at *Consumer Guide* named the Rio and Rondo "Recommended Vehicles." The Rio, selected in the subcompact car category, was chosen for its fuel economy as well as instruments and controls, while the Rondo was selected in the midsize category for its build quality as well as its passenger and cargo room. To see the Rio review [click here](#), and to see the Rondo review [click here](#).

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