



September 1, 2006

Quick Facts

For further information contact:

Michael Choo
 International Communications Manager
 Tel +82+2+3464-6574
 Fax: +82+2+3464-6722
mjc@kia.co.kr

| | |
|---|-----------------|
| Establishment Date | May 1944 |
| Chairman & CEO | Chung Mong-Koo |
| President & CEO | Euisun Chung |
| President & CEO | Nam-Hong Cho |
| Advisor | Ik-Hwan Kim |
| Senior Executive Vice President, Product Development Center | Jae-Man Kim |
| CEO, Dongfeng Yueda Kia Motors Co., Ltd. | Hyoung-Keun Lee |
| Senior Executive Vice President & CFO | Chi-Woong Kim |
| President & CEO, Kia Motors America | Jong-Hoon Lee |
| Senior Executive Vice President, Sohari Plant | Sam-Ung Lee |
| Senior Executive Vice President, Corporate Quality Division | Jong-Woon Shin |
| Senior Executive Vice President, Global Planning Division | Byung-Mo Ahn |
| President & CEO, Kia Motors Slovakia | In-Kyu Bae |
| Senior Executive Vice President, Corporate Product & Development Coordination Division | Sung-Eun Chung |
| Senior Executive Vice President, Corporate Planning Division | Soon-Chul Choi |
| Senior Executive Vice President, International Business Division | Jung-Moon Park |

| Kia's Major Shareholders as of Dec. 2005 | Percentage | |
|--|------------|-------------------------|
| | 38.67 | Hyundai Motor Co |
| | 6.42 | Credit Suisse Financial |
| | 3.95 | Hyundai Capital |

| | | |
|---------------|-------|---|
| Investor Mix* | 71.72 | Korean investors incl. Hyundai Motor Co & Hyundai Capital |
| | 28.28 | Foreign Investors incl. Credit Suisse Financial |

* Note: as of Dec. 31, 2005

| | | |
|---------------------------|---------|--|
| Board of Directors | Inside | Mong-Koo Chung, Chairman of the Board & CEO |
| | | Euisun Chung, President & CEO |
| | | Nam-Hong Cho, President & CEO |
| | | Chi-Woong Kim, Senior Executive Vice President & CFO |
| | Outside | Yul Choi, Executive Director, Environment Foundation |
| | | Jong-Am Chung, Professor Emeritus, Yonsei University |
| | | Dong-Sung Cho, Professor, Seoul National University |
| | | Jong-Chang Kim, Kim Jong-Chang Tax/Accounting Office |
| | | Keon-Soo Shin, Attorney at Law, Kim, Choi & Lim |

| | | | |
|--|-------------------|------------------------------------|-------------------|
| Non-Consolidated Income Statement | | 2005 | 2004 |
| | | U.S. Dollars (In thousands) | |
| | Sales | 15,794,034 | 15,061,937 |
| | Operating income | 73,052 | 506,479 |
| | Net income | 672,166 | 653,530 |

| | | | | | | |
|--------------------------------|---------------|----------------|------------------------------|--------------|--------------|------------|
| Employees In Korea* | Total | Administrative | Production Service/Repair | Sales | Engineering | Others |
| | 32,745 | 5,997 | 21,519 | 3,235 | 1,659 | 335 |

* Note: excluding Director-level

| | | |
|---|------|--|
| R&D Expenditures as Percentage of Revenues | 2005 | 5.9 percent (or 949 billion won) |
| | 2004 | 6.9 percent (or 1.055 trillion won) |
| | 2003 | 7.6 percent (or 975 billion won) |
| | 2002 | 4.0 percent (or 487 billion won) |

| | | | | | | |
|-----------------------|--------------|------------------|------------------|----------------|----------------|----------------|
| Unit Sales | | 2005 | 2004 | 2003 | 2002 | 2001 |
| | Total | 1,105,841 | 1,011,429 | 858,697 | 894,268 | 899,788 |
| | Domestic | 265,825 | 250,643 | 319,795 | 444,444 | 411,321 |
| | Exports | 840,016 | 760,786 | 538,902 | 449,824 | 488,467 |

| | | 2005 | 2004 | 2003 | 2002 | 2001 |
|--|--------------|------------------|------------------|----------------|----------------|----------------|
| Production (Korea – Including Seosan) (China) | Total | 1,105,431 | 1,019,366 | 852,797 | 872,086 | 851,740 |
| | Cars | 1,000,517 | 896,936 | 709,534 | 685,144 | 661,919 |
| | CVs | 104,914 | 122,430 | 143,263 | 186,942 | 189,821 |
| | Cars | 110,071 | 63,260 | 52,008 | 20,080 | 7,579 |

| 2005 | | 2005 | | 2004 | | 2004 | |
|----------------|----------------|-----------------|---------------|----------------|----------------|----------------|---------------|
| Export | Units | Korea | Units | Export | Units | Korea | Units |
| Sorento | 132,541 | Sportage | 57,046 | Sorento | 123,050 | Sorento | 48,052 |
| Picanto | 131,626 | Bongo Truck | 42,815 | Carnival** | 120,478 | Bongo Truck | 36,694 |
| Cerato* | 116,849 | Sorento | 29,562 | Rio | 108,330 | Optima*** | 29,416 |
| Sportage | 103,660 | Optima*** | 23,923 | Cerato* | 99,069 | Sportage | 27,513 |
| Carnival** | 69,390 | Cerato* | 23,224 | Picanto | 94,673 | Cerato* | 21,376 |

* Note: also known as "Spectra" in some markets

** Note: also known as "Sedona" in some markets

*** Note: also known as "Magentis" in some markets

| Korea* Production | Plant | Capacity | Models | | 2005 Production |
|------------------------------------|--------------|-----------------|--|--------------------------|----------------------------------|
| | | Hwasung | 550,000 | OEM** | Picanto |
| P 1 | | | | Sorento | 163,494 |
| P 2 | | | | Cerato (Spectra) | 139,268 |
| | | | | Carens | 28,982 |
| Plant 3 | | | | Optima (Magentis) | 84,945 |
| | | | | Opirus (Amanti) | 29,889 |
| Sohari | | 350,000 | P 1 | Carnival (Sedona) | 114,211 |
| | | | P 2 | Rio | 119,817 |
| | | | | 234,028 | |
| Gwangju | | 350,000 | P 1 | Carens; Bongo Bus/Pregio | 31,784 |
| | P 2 | | Sportage | 160,837 | |
| | P 3 | | Bongo Truck/Frontier, Military, Large Bus, etc. | 84,003 | |
| | | | | 276,624 | |

* Note: Capacity calculated on 20 hrs / day basis: (8 hrs regular + 2 hrs overtime per shift) x 2 shifts per day

** Note: Picanto minicar is assembled by Donghee Auto at its Seosan plant (capacity 150,000)

| Overseas Production | Subsidiary | Capacity | Model | SOP | 2005 | 2004 | | |
|--------------------------------------|----------------------------------|-------------------------------------|--------------|----------------|---------------|-------------|--|--|
| | Dongfeng Yueda Kia Motors* | 130,000 (flexible) | TianLiMa | '02.11 | 66,175 | 54,557 | | 50% KMC, 25% Dongfeng, 25% Yueda |
| | | | Cerato | '05.08 | 27,517 | - | | |
| | | | Optima | '04.09 | 12,224 | 5,006 | | |
| | | | Carnival | '04.07 | 4,155 | 3,697 | | |
| | | Total | | 110,071 | 63,260 | | | |

* Note: Dongfeng Yueda Kia Motors will open a second plant by the end of 2007, adding an additional 300,000 units of capacity to production in China.

| | | |
|---------------------------------|------------------------|---------------------|
| 2005 Korean Market Share | Kia | 22.4 percent |
| | Kia + Hyundai combined | 70.7 percent |

| | | |
|-----------------------------|------------------------|------------------------------------|
| 2005 US Market Share | Kia | 1.6 percent (276,000 units) |
| | Hyundai | 2.7 percent (455,000 units) |
| | Hyundai + Kia combined | 4.3 percent |

| | | |
|-----------------------------------|------------------------|------------------------------------|
| 2005 European Market Share | Kia | 1.6 percent (319,000 units) |
| | Hyundai | 2.2 percent (350,000 units) |
| | Kia + Hyundai combined | 3.8 percent |

| | | |
|--------------------------------|------------------------|------------------------------------|
| 2005 China Market Share | Kia | 3.5 percent (110,000 units) |
| | Hyundai | 7.5 percent (234,000 units) |
| | Kia + Hyundai combined | 11.0 percent |

| | | |
|------------------------------|----------------------|--------------|
| Overseas Distribution | Distributorships | Dealerships |
| | 167 countries | 4,216 |

| CKD Assembly Partners* | Country | Partner | Models | Annual Capacity | Start Date |
|-------------------------------|----------------|---------------------------|--|------------------------|-------------------|
| | Russia | Izhmash-Auto | Spectra | 50,000 | 08.05 |
| | Russia | JSC Avtotor | Sportage | 20,000 | 02.02 |
| | Iran | Saipa | Rio | 50,000 | 05.93 |
| | Vietnam | Troung Hai Auto | K2700, K3000 | 20,000 | 05.03 |
| | Vietnam | Vietnam Motors | Carnival | 2,000 | 08.02 |
| | Malaysia | NAZA Kia SDN BHD | Spectra Wing, Citra (Carens), Ria (Carnival), Pregio | 50,000 | 07.99 |
| | Indonesia | P.T. Kia Indonesia Motors | Carens | 5,000 | 11.02 |
| | Ecuador | Aymesa S.A | Rio, Pregio | 12,000 | 03.02 |

* Note: Partnerships based on technical assistance agreement with KMC; KMC does not own equity stakes in above

| Export Sales by Region | Region | 2005 | 2005 Best Sellers | 2004 |
|-------------------------------|---------------------------|----------------|--------------------------|----------------|
| | USA | 275,140 | Sorento, Sedona, Spectra | 301,573 |
| | Canada | 26,624 | Cerato, Sportage | 29,134 |
| | EU | 302,614 | Picanto, Sorento | 231,574 |
| | E Europe | 49,917 | Sorento, Cerato | 32,838 |
| | C&S America ¹ | 42,299 | Frontier, Rio, Pregio | 40,206 |
| | ME & Africa ² | 65,336 | Frontier, Rio, Picanto | 59,368 |
| | Asia Pacific ³ | 61,776 | Rio, Picanto | 54,765 |
| | China ⁴ | 16,310 | Picanto, Sorento | 11,328 |
| | Total | 840,016 | Sorento, Picanto | 760,786 |

Note ¹ Incl Caribbean ² Incl Turkey ³ Incl Australia/NZ ⁴ Incl HK, Macau, Taiwan

**2005
Ranking
Global
Unit
Sales**

| | |
|----|--|
| 1 | General Motors (8,381,805) |
| 2 | Toyota Motor Corp. (8,120,000) |
| 3 | Ford Motor Co. (6,208,700) |
| 4 | Volkswagen AG (5,242,793) |
| 5 | DaimlerChrysler AG (4,854,700) |
| 6 | Hyundai-Kia Automotive Group (3,715,096*) |
| 7 | Nissan (3,597,748) |
| 8 | PSA/Peugeot-Citroen (3,390,000) |
| 9 | Honda Motor Co. (3,365,000) |
| 10 | Renault SA (2,533,428) |

Source: Automotive News June 5, 2006

* Note: Kia sales = 1,215,849 units

| Major Subsidiaries & Affiliates | KMC Stake (%) | Business Field |
|--|----------------------|--|
| Kia Japan Co., Ltd. | 100 | Automotive parts import |
| Yan-ji Kia A/S | 100 | Automotive service |
| Hyundai Mobis | 18.2 | Vehicle parts supply |
| China Millennium Corporation | 30.3 | Property management |
| Hyundai Motor Group China | 30 | Holding company |
| INI Steel | 21.4 | Steel production |
| Hyundai Powertek | 50 | Transmissions |
| WIA | 39.3 | Automotive parts |
| Haevichi Resort | 40 | Golf club, resort hotel |
| Bontek | 39.7 | Automotive audio systems |
| Partecs | 31 | A/S parts manufacturing |
| Hyundai Dymos Inc. | 45.4 | Transmissions |
| NGVTEK | 24.4 | R&D |
| Hyundai Hysco | 13.9 | Steel sheet |
| Hyundai Card | 11.3 | Consumer credit services |
| Auto-ever.com | 20.0 | Automotive parts, e-commerce and IT services |
| Amco | 20 | Civil engineering and construction |
| Kia Tigers | 100 | Baseball team |
| Kia Motors America | 100 | Regional HQ, motor vehicle distribution |
| Kia Motors Europe | 100 | Regional HQ, motor vehicle distribution |
| Dongfeng Yueda Kia Motors | 50 | Motor vehicle manufacturing and distribution |
| Kia Motors Slovakia s.r.o | 100 | Motor vehicle manufacturing and distribution |
| Kia Canada Incorporated | 82.5 | Motor vehicle distribution |

| | | |
|----------------------------------|------|--|
| Kia Motors Deutschland | 100 | Motor vehicle distribution |
| Kia Motors UK | 100 | Motor vehicle distribution |
| Kia Motors Poland | 99.6 | Motor vehicle distribution |
| Kia Motors Iberia | 100 | Motor vehicle distribution |
| Kia Motors France | 100 | Motor vehicle distribution |
| Kia Motors Austria | 100 | Motor vehicle distribution |
| Kia Motors Hungary | 99.7 | Motor vehicle distribution |
| Kia Motors Czech | 100 | Motor vehicle distribution |
| Kia Motors Belgium | 100 | Motor vehicle distribution |
| Kia Motors Sweden | 100 | Motor vehicle distribution |
| Kia Motors America | 100 | Regional HQ, motor vehicle distribution |
| Kia Motors Europe | 100 | Regional HQ, motor vehicle distribution |
| Dong Feng-Yueda Kia | 50 | Motor vehicle manufacturing and distribution |
| Kia Motors Slovakia s.r.o | 100 | Motor vehicle manufacturing |
| Kia Motors Sales Slovensko s.r.o | 100 | Motor vehicle distribution |
| Kia Motors Australia | 100 | Motor vehicle distribution |
| Kia Motors New Zealand | 100 | Motor vehicle distribution |

Major Milestones

2006

- Launched New Carens (Rondo) compact MPV
- Held signing ceremony for first US plant (State of Georgia)
- Ranked first in sales growth in the Western European market for three consecutive years ('03~ '05, based on ACEA data)
- New Carnival MPV received top safety rating from US government (NHTSA) and IIHS
- Rio named highest ranking sub-compact car in J.D. Power & Associates' Initial Quality Study

2005

- Launched New Rio sub-compact sedan
- Launched New Carnival (Sedona) MPV
- Launched New Optima (Magentis) mid-size sedan
- Cumulative exports break 5 million mark
- Sportage compact SUV & Opirus (Amanti) premium sedan ranked highest in segment in JD Power customer satisfaction survey (APEAL)
- Opirus (Amanti) premium sedan selected as "Most Delightful Vehicle " in the US by Strategic Vision
- Selected as Official Automobile Partner of FIFA in conjunction with Hyundai Motor

2004

- Launched Picanto minicar
- Launched new Sportage compact SUV
- Launched K-2700 commercial trucks
- Commenced construction on Slovakia plant
- Held signing ceremony for the 2nd Dongfeng Yueda Kia Motors' plant in China
- Surpassed US\$ 7 billion in annual exports

2003

- Launched Opirus (Amanti) premium sedan
- Signed on as main sponsor of Australian Open
- Kia and Hyundai R&D units merged
- Ground broken for new Environment Technology Center
- Carnival production begins in Malaysia

2002

- Launched Sorento SUV
- Launched diesel powered Carens compact MPV
- Cumulative production reaches 10 million units
- Launched upgraded Rio sub-compact sedan
- Sales subsidiaries established in 5 European countries
- Chinese subsidiary Dongfeng Yueda Kia Motors established

2001

Kia Quick Facts September 1, 2006

- Launched upgraded Carnival (Sedona) MPV
- Kia Tigers baseball team formed
- 2000**
- Launched Pregio commercial van
- Sportage placed 5th and 6th in the Paris-Dakar Rally
- Launched Spectra compact sedan
- Launched Optima (Magentis) mid-size sedan
- Launched Retona Cruiser
- Moved head office to Yangjae-dong in Seoul
- 1999**
- Changed name of Asan Plant to Hwasung Plant
- First among Korean makers in number of cars exported to the U.S. in January and February
- 1998**
- Kia Motors becomes part of the Hyundai-Kia Automotive Group
- Commenced production of Carnival MPV
- Cumulative exports reached 2 million units
- 1997**
- Commenced production of Sephia II compact sedan and Frontier truck
- Sephia compact sedan came in first in the World Rally held in China
- Completed joint venture plant in China
- Commenced production of Shuma compact sedan
- 1996**
- Commenced export of Sephia compact sedan and Credos mid-size sedan to Europe
- Commenced national car project in Indonesia
- Commenced production of the Elan roadster
- Completed construction of Kia Sihwa Technical Institute
- Cumulative production figures reached 5 million
- 1995**
- 30th anniversary of the foundation of Asia Motors Co., Inc.
- Established Kia Information System Co., Ltd.
- Commenced production of Credos mid-size sedan
- Completed the construction of R&D center in Tokyo
- Established Kia-Ford Auto Finance Co. Ltd.
- Commenced production of Pregio commercial van
- 1994**
- 50th anniversary of corporate foundation
- Commenced production of Avella sub-compact car
- Commenced export of the Sephia compact sedan and Sportage compact SUV to the U.S.
- Established Kia Intertrade Co., Ltd.
- 1993**
- Cumulative production figures reached 3 million
- Commenced production of Sportage compact SUV
- Completed construction of proving ground at the Asan Plant
- 1992**
- Commenced production of the Potentia luxury sedan, and Sephia compact sedan, Kia's first proprietary passenger car
- New headquarters building completed
- Established Kia Japan Co., Ltd.
- Established Kia Motors America
- 1990**
- Changed corporate name to Kia Motors Corporation
- Completed construction of Asan Plant (Hwasung Plant)
- 1989**
- Commenced production of the Capital 4-door sedan
- Kia Economic Research Institute established
- 1988**
- Cumulative production figures reached one million
- Commenced production of 2.5 ton truck (Trade) and 5-ton truck (Rhino)
- 1987**
- Commenced production of the Pride and Concorde
- 1986**
- Commenced production of the Besta
- Equity stakes sold to Ford
- Kia Basketball Team established
- Acquired Kia Steel Co., Ltd.
- 1984**
- Kia Central Technological Institute completed
- 1983**
- Equity stakes sold to Mazda and Itochu
- Commenced production of the Ceres agricultural truck
- 1980**
- Commenced production of the Bongo 1-ton truck
- 1979**
- Commenced production of Peugeot 604 and Fiat 132
- 1978**
- Commenced production of diesel engines
- 1976**

- Acquired Asia Motors
- Kia Heavy Industry Co., Ltd. established
- Kia Subcontractors Association established
- 1975**
- Exported Korea first passenger car – the Brisa pickup
- 1974**
- Commenced production of the Brisa, Korea's first small-size passenger car
- 1973**
- Acquired Kia Precision Works Co., Ltd.
- Sohari factory – Korea's first fully integrated automobile production line completed
- Commenced production of 2,000cc gasoline engine
- 1971**
- Commenced production of the Titan & Boxer four-wheel cargo truck
- Kia Service Co., Ltd. established
- 1965**
- Became first Korean business to export bikes to the U.S.
- 1962**
- Commenced production of the K-360 three-wheel cargo truck
- 1961**
- Commenced production of Korea's first motorcycle – the C-100
- 1957**
- Siheung factory completed
- 1952**
- Commenced production of the first Korean-made bicycle
- Changed corporate name to Kia Industry Co., Ltd.
- 1944**
- Corporation founded as Kyungsung Precision Industries

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